

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 12



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ROOM 122
AUL-SAS

36112

12364 12K NOV/90

50th Year 1988

Western Cable Show
Cable basks in California sun
with climbing penetration,
strong balance sheets;
only cloud: telcos

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**WE'RE TURNING
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CRIMEWATCHERS.**

Actually, it's already happened.
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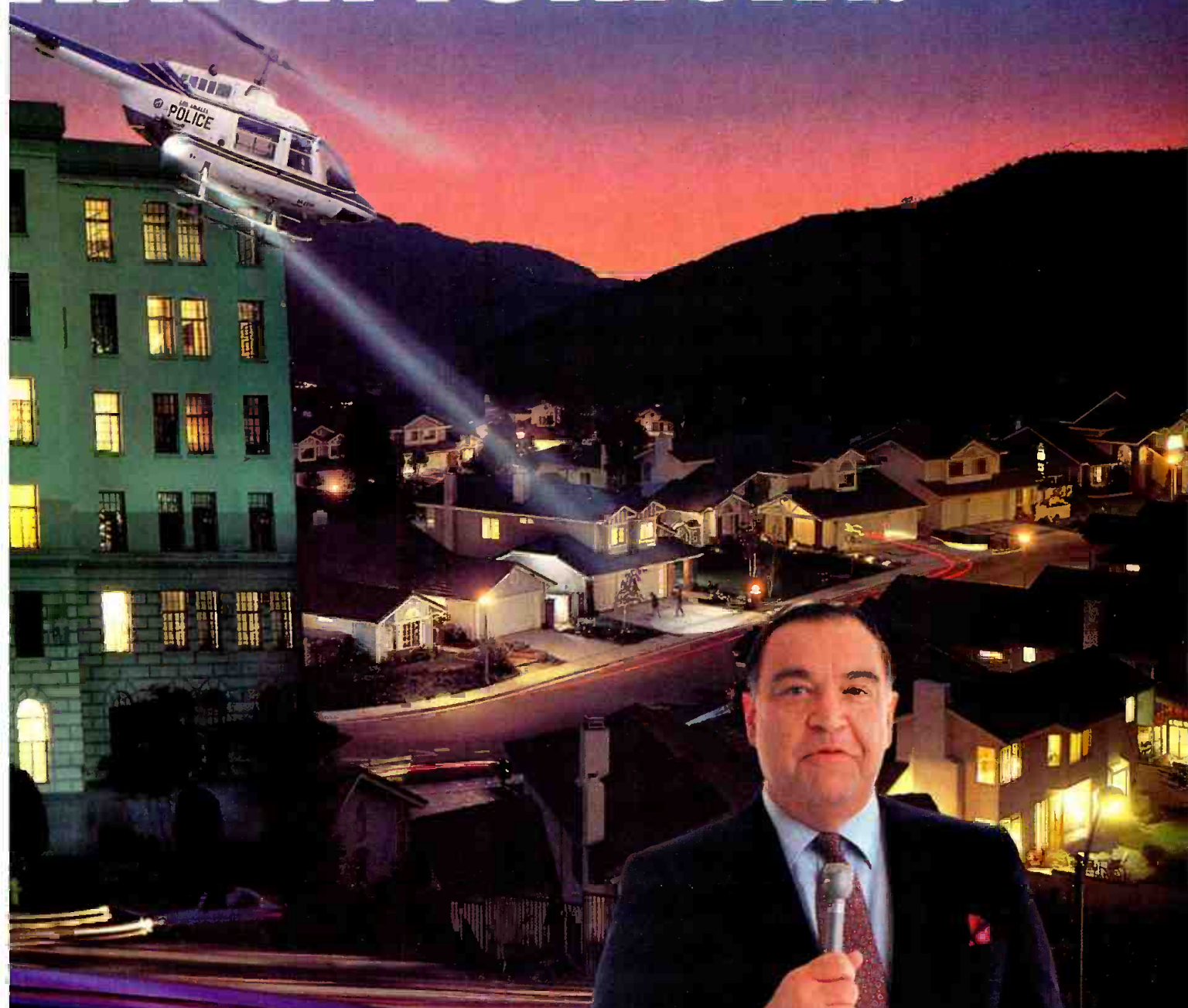
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- WVTW Milwaukee

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THE EVIDENCE IS OVERWHELMING!

AVAILABLE SEPTEMBER 1989

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ORION
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WHEN IT COMES TO FREDDY'S GOT

	MARKET	STATION	TIME PERIOD	PROGRAM	HH SH	(000) W18-49	M18-49
L A T E F R I N G E	New York	WWOR	SATURDAY 11:30 PM Lead-in: Barney Miller Oct 87: Benny Hill / Movie	Freddy's Nightmares	14 8 7	154 81 65	219 159 61
	St. Louis	KPLR	SATURDAY 10:00 PM Lead-in: Love Boat Oct 87: Cheers / Twilight Zone	Freddy's Nightmares	10 8 7	38 9 23	29 4 20
	Memphis	WMKW	SATURDAY 10:30 PM Lead-in: Tales from the Darkside Oct 87: Glow	Freddy's Nightmares	11 4 3	11 7 3	6 4 2
A C C E S S	Philadelphia	WTXF	SUNDAY 6:00 PM Lead-in: Friday the 13th Oct 87: Throb / Puttin' on the Hits	Freddy's Nightmares	15 9 10	212 107 109	130 47 44
	New Orleans	WNOL	SATURDAY 5:00 PM Lead-in: Munsters Today Oct 87: Showtime at the Apollo	Freddy's Nightmares	14 12 4	25 9 6	29 3 6
P R I M E	Dallas	KTXA	SATURDAY 8:00 PM Lead-in: War of the Worlds Oct 87: Movie	Freddy's Nightmares	11 10 4	57 52 11	114 74 9
	Cleveland	WUAB	SUNDAY 9:00 PM Lead-in: War of the Worlds Oct 87: Fame	Freddy's Nightmares	15 7 3	114 39 26	75 38 1
	Houston	KTXH	SUNDAY 8:30 PM Lead-in: Superboy Oct 87: Hart to Hart / Fame	Freddy's Nightmares	12 8 4	42 40 25	54 23 12

A Nightmare
ON ELM STREET: THE SERIES
Freddy's Nightmares

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SOURCE: NSI / * ARB 10/89



NEW LINE CINEMA

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TELEVISION

D CHOICE DEMOS, THE PRIME CUTS!

Let's face it. Freddy knows how to cut through the clutter to hook the elusive young adult audience—the hardest group of viewers to attract to your station.

And "Nightmare" also has the kind of tune-in power that broadcasters have been dreaming about for years. Tune-in power that guarantees you sharp numbers, no matter what kind of "sleeper" show Freddy has as his lead-in.

Take a look at "Nightmare's" performance. Then give your Lorimar sales representative a call. You'll agree that this isn't the kind of programming decision that you can afford to sleep on!



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"I met with Americom and really liked what I saw in their thoroughness and preparation."



"Noble challenged several brokerage firms to find radio stations to purchase, and Americom came back quickly with several stations that met our criteria.

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In Seattle, the trailing cash flow wasn't where we wanted it. They had just added an AM, and it looked like an excellent buy. I thank them for helping us see why. I would love to work with them again; they're real pros."

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Noble Broadcast Group

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L. Lowry Mays, President/CEO
Clear Channel Communications, Inc.

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AMERICOM

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Anaheim diary...

Cable executives converge in California for Western Cable Show and latest discussion of industry issues. Cablevision's Dolan sketches cable future without basic but with variety of a la carte choices....**PAGE**



43. □ No news makes news on 1992 Olympics cable rights and MLB package....**PAGE 44.** □ TBS's Hogan likens major commercial broadcast networks' entry into cable business to admitting Trojan Horse....**PAGE 45.** □ Times Mirror's Smith warns of threat of "Telco TV"....**PAGE 46.** □ Panelists offer strategies for attracting more cable subscribers....**PAGE 47.** □ New cable programming is announced....**PAGE 48.**

49/CBS OUTLOOK

In long-term outlook through 1995, CBS says that three-network viewing will stabilize at roughly 63%, down from current 67%.

50/TOUITING FIBER

Washington-based public relations and management consulting firm organizes grassroots coalition, Opt In America, that it says is intended to promote development of fiber optic communications. But group's existence appears to be linked to telephone industry's desire to enter cable business.

51/MIAMI MAKEOVER

Television station ownership and affiliation changes, including WSVN-TV Miami's new role as independent, are credited with helping turn Miami into one of most dynamic TV markets in country.

52/TABLOID TV

So far, tabloid formatted

programs are among most popular shows being readied for INTV and NATPE conventions in January.

55/RADIO SALES

RAB's advertising projections for 1988 and 1989 show across-board gains.

58/LICENSE RENEWALS

FCC renews licenses of four TV stations in Ohio and Michigan after reviewing EEO challenges filed by NBMC and three Michigan branches of NAACP.

60/UK VIEWS

BROADCASTING speaks with two of British television's leading executives about proposed wide-ranging reforms of UK's broadcasting regulations.

62/CITY VOTE

NLC decides to back telephone company entry into cable business and seek legislative reforms to reregulate medium.

64/STATION TRADING

Buyers in TV station market examine factors determining how, if at all, station trading climate will change.

66/TO THE SUMMIT

Summit Communications Group buys RKO's WRKS-FM New York for \$50 million.

68/RTNDA WRAPUP

ABC News's Jeff Greenfield says low level of presidential politicking and growth of "trash TV" reflect "lack of effective gatekeeping," for which TV news bears significant responsibility. □ Outgoing RTNDA President Ernie Schultz outlines organization's plans to fight congressional efforts to make fairness doctrine law, and RTNDA's plans to help minorities get established in broadcasting. □ Former NBC News President Bill Small tells news directors to prepare for next "dirty" political campaigns in 1990 and 1992.

72/DOSE OF REALITY

At Center for Communication seminar in New York, news magazine producers from ABC, CBS and PBS talk about their shows in relation to newest generation of reality programs that, according to one panelist, are "cheap" and "consciously exploitive."

97/NETWORK TO NETWORK

NBC-TV's Chris Wallace, chief White House correspondent and moderator of *Meet the Press*, resigns to become chief correspondent for ABC News's



still-untitled new prime time news hour.

95/ONCE A NEWSMAN

Welsh-born Howard Stringer has come long way from \$70-a-week log clerk at WCBS-TV to president of CBS/Broadcast Group, a CBS career spanning some 20 years, most of them in news.

97/END OF ERA

RTNDA's first full-time president, Ernie Schultz, announces his resignation.

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$235 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting* Yearbook \$110. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.



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LOOK WHAT'S HAPPENING!! IN THE #1 MARKET!!

WHAT'S HAPPENING!! #1 New York Early Fringe strip

		RATING		
M-F/530P		HH	W18-34	W18-49
WNYW	WHAT'S HAPPENING!!	9	6	5
WOR	Police Woman	7	3	3
WPIX	Little House	5	4	4
WABC	News	8	2	3
WCBS	News	6	2	2
WNBC	News	8	2	3

NSI Nov. 85

WHAT'S HAPPENING NOW!! #1 New York weekly first-run sitcom

		RTG/SHR		
		HH	W18-34	W18-49
WHAT'S HAPPENING NOW!!	WNYW/Sat 630P	6	6/33	5/24
Small Wonder	WNYW/Sat 6P	5	4/17	3/12
Charles In Charge	WPIX/Sat 6P	4	3/17	2/11
Bustin' Loose	WPIX/Sat 630P	3	2/11	1/5
T and T	WPIX/Sat 7P	4	1/6	2/10
It's a Living	WWOR/Sat 7P	6	3/18	3/15
Mama's Family	WWOR/Sat 730P	6	2/9	3/13
Throb	WNEC/Sat 730P	3	3/14	2/9

NSI May 88

WHAT'S HAPPENING NOW!! #2 on WNYW outside prime-time among W18-34

		RTG/SHR	
		W18-34	W18-49
WHAT'S HAPPENING NOW!!	Sat 630P	6/33	5/24
Too Close for Comfort	Sat 7P	4/24	3/15
Family Ties	Sat 730P	7/32	6/26
Big Apple Movie	Sun 5P	4/19	5/22
Different Strokes	M-F 5P	3/17	3/15
Fox News	M-F 7P	4/14	4/13
Current Affair	M-F 730P	6/19	7/19

NSI May 88

WHAT'S HAPPENING!!

- ☐ Increases over lead-in
 ☐ Better than predecessor
 ☐ Drives a sitcom block

WHAT'S HAPPENING NOW!!

- ☐ #3 rated first-run sitcom in America among W18-49.*

*NSI Casandra NOV 87

AND NOW THE TWO ARE ONE!!

Now, from LBS, you can get these two super hits –
WHAT'S HAPPENING!! and **WHAT'S HAPPENING NOW!!**
*in one dynamite strip.

131 hilarious half hours that'll make things happen for
your station either by themselves, or teamed with another sitcom
to make one invincible hour of laughs.

And this is one comedy strip that's priced low, to help
maximize profit.

So call LBS, and make **WHAT'S HAPPENING!!** the strip that's
happening on your station.



What's in name?

Cable operators on Turner Broadcasting System board have at times put crimp in Ted Turner's marketing plans. Recent example concerned board decision to turn down Turner proposal to lease space in Pan American building in New York and pay additional premium to get building renamed after one of Turner-owned services. Board spent one hour debating subject, according to one source, before turning thumbs down. Super majority of board must approve any deal above \$5 million, and although leasing space was not problem, going extra mile for additional Turner promotion apparently was. Turner spokesman confirmed company has looked for office space in New York, and that that search continues.

Tough going

With FCC scheduled to act on matter this afternoon (Monday, Dec. 12), commissioners and their staffs on Friday afternoon (Dec. 9) were still struggling with knotty problems involved in drafting new one-to-market rule. Although commission seems likely to introduce waiver policy—with articulated criteria for permitting licensees to own radio-TV combinations in some markets—unanimity among three commissioners was proving elusive. Indications were that Chairman Dennis Patrick and Commissioner James Quello were reasonably close together on criteria, with commissioner Patricia Dennis not yet ready to join them. She has been most reluctant among three to weaken existing rule, but there are those who believe she would accept radio-TV ownerships in markets where impact on diversity would be minimal.

Standard of diversity to be protected was major question under discussion on commission's eighth floor on Friday. One criterion reportedly being discussed was number of independent owners in market, with what that number should be apparently at issue. Whatever criteria are adopted, they would almost certainly permit Capital Cities/ABC to retain all radio-TV combinations it obtained as result of CapCities acquisition of ABC Inc. Four combos are in top five markets. Whether criteria provide flexibility to accommodate radio-TV combinations in Kansas City (28th market) and Cincinnati (29th) that Great American Communications inherited in acquisition of Taft Broadcasting stations is less certain—but still, in view of some, good bet.

Building alliances

United States Telephone Association's commitment to National League of Cities that telcos would accept franchise fees and comply with franchise requirements as quid pro quo for right to deliver video in their service areas (see story, page 62) should also help win over U.S. Conference of Mayors. Discussions between two groups have been ongoing, and USCM made clear that issue of franchise fees was key concern to mayors. "Now that that issue has been addressed, we can move forward," USCM's assistant executive director, Gerard Lederer, told BROADCASTING.

Widening Main Street

GTE is looking to expand its market test of Main Street, two-way interactive home shopping service. It will increase number of homes in Newton, Mass., test from 100 to 500 on Continental system there, and plans to roll out service in Cerritos, Calif., next summer. GTE also has been talking with other cable operators about testing service in other markets. Possible prospects, GTE said, include Comcast's system in Philadelphia and Warner Cable's systems in Columbus, Ohio, and in suburbs of Boston.

Money meeting

Yves Faroudja, head of Faroudja Laboratories, met with Tele-Communications Inc.'s John Sie during Western Cable Show to work out terms of deal under which TCI would provide funding for further development of Faroudja's advanced television system in exchange for royalties or some other consideration. Faroudja, which demonstrated system at show, is also working on similar arrangement with ABC and is looking for financial backing from third party, preferably one in consumer electronics industry.

Budget talk

Look for National Association of Broadcasters fiscal 1989-90 budget to show substantial increase in government relations area. NAB chief lobbyist Jim May is planning reorganization of department, including bolstering staff and using more outside consultants. Budget hike is considered imperative for association, which anticipates Hill activity will accelerate in 101st Congress. In unusual move, NAB will hold press conference on budget prior

to annual joint board of directors meeting in Scottsdale, Ariz., in January, when budget should receive final approval.

Bystanders

Last week's National Association of State Attorneys General (NAAG) annual winter meeting in Kauai, Hawaii, drew interested spectators from cable camp, which has drawn fire from organization—NAAG has special antitrust taskforce investigating allegations of anticompetitive behavior on part of some in cable industry. Among attendees: HBO senior vice president and general counsel, John Redpath, and Washington lobbyists Bernie Nash of Dickstein, Shapiro & Morin, whose clients include HBO, and Penny Farthing of Patton, Boggs & Blow, which represents National Cable Television Association, among others. But cable critics were also in evidence. Wireless Cable Association President Robert Schmidt was there, along with WCA's Nick Allard and Ray Marvin, former executive director for NAAG and WCA consultant.

Standard request

Call for federal government to step up efforts to establish 1,125/60 HDTV production system as world standard was made last week by Jack Golodner, director, Department for Professional Employees, AFL-CIO, which represents 28 unions of technicians and others involved in TV production. In letter to Secretary of State George Schultz, Labor Secretary Ann McLaughlin, Representative Edward Markey (D-Mass.), chairman of House Telecommunications Subcommittee, and several other high-ranking government officials, Golodner wrote: "The United States stands to gain much in terms of employment for our workers and economic benefits if a single international standard is adopted." State Department has supported 1,125/60 in meetings of International Radio Consultative Committee (CCIR) since 1985.

Spreading the faith

The Vision Interfaith Satellite Network held discussions last week with Continental, Comcast, Warner and Cox cable MSO's about carriage of ecumenical religious network. VISN already has 18 million in subscriber commitments from Tele-Communications Inc. and its affiliated companies, American Television & Communications and Jones Intercable.

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Now networks, producers and syndicators can build new markets for their programming anywhere in Latin America, Western Europe and North America.

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The barriers to global satellite-television are coming down. Now markets that were too difficult or expensive to serve are suddenly within reach. Your customers, who couldn't afford satellite access, are suddenly available. A new audience is waiting for your programming.



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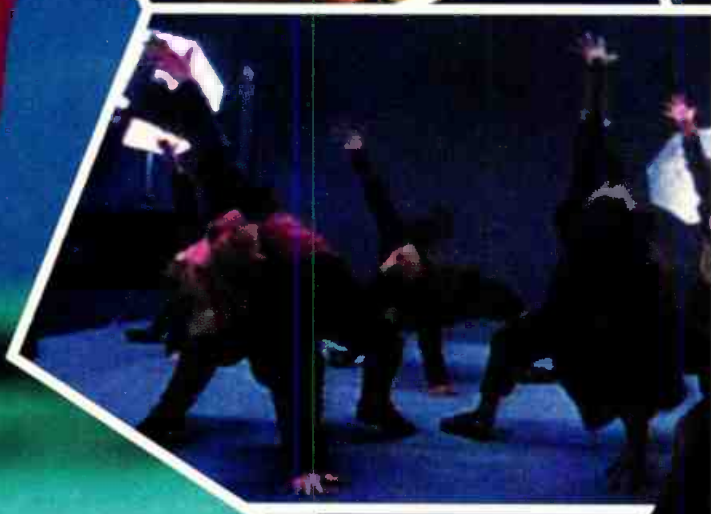
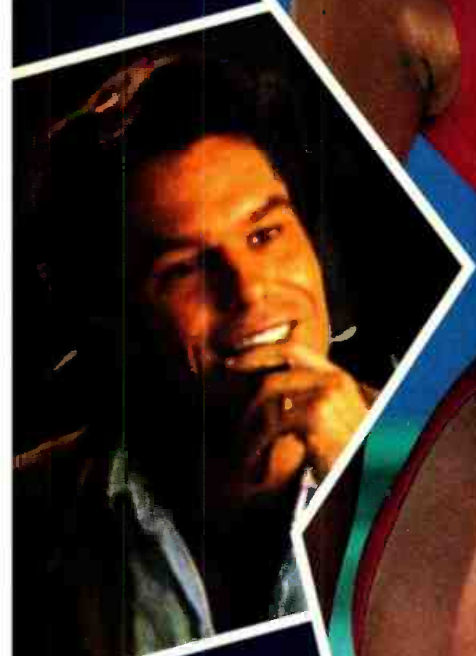
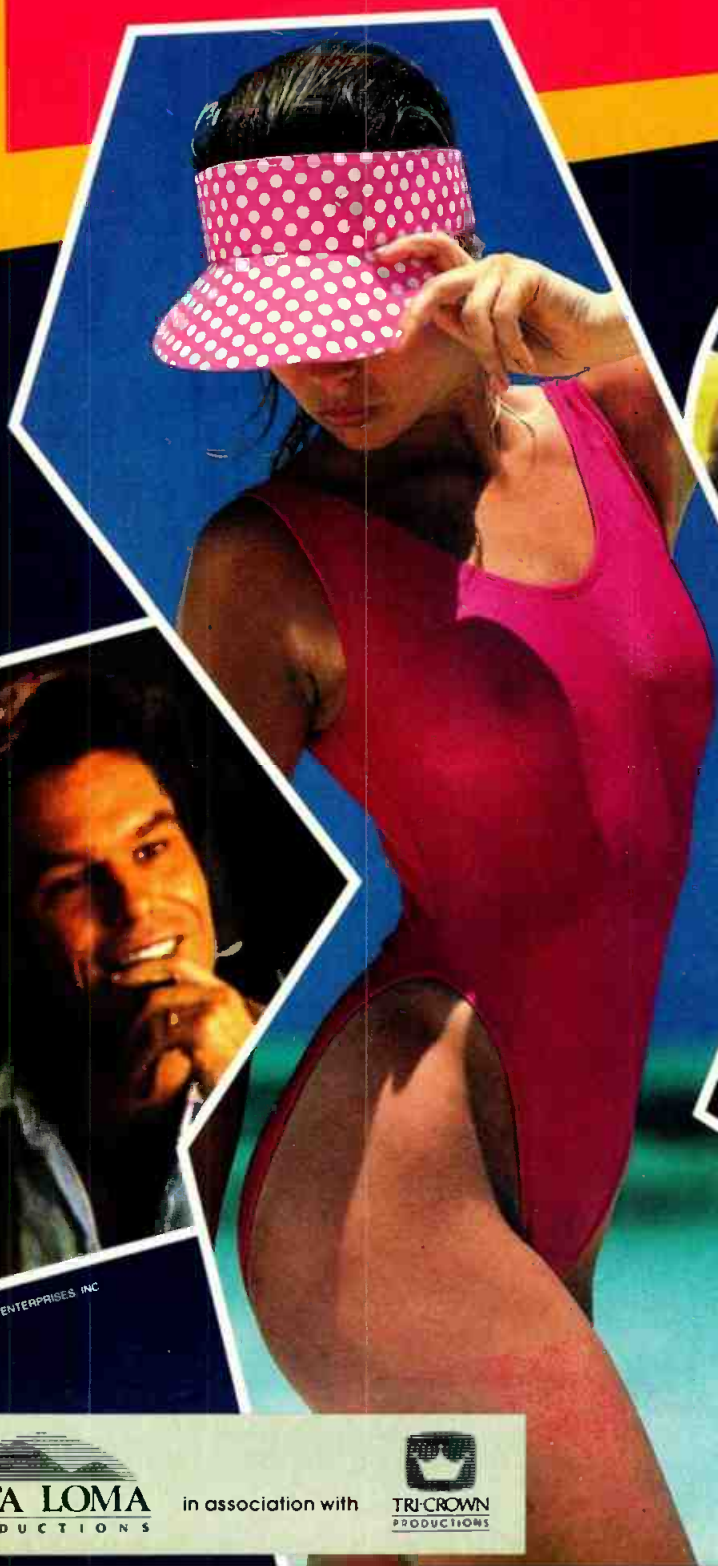
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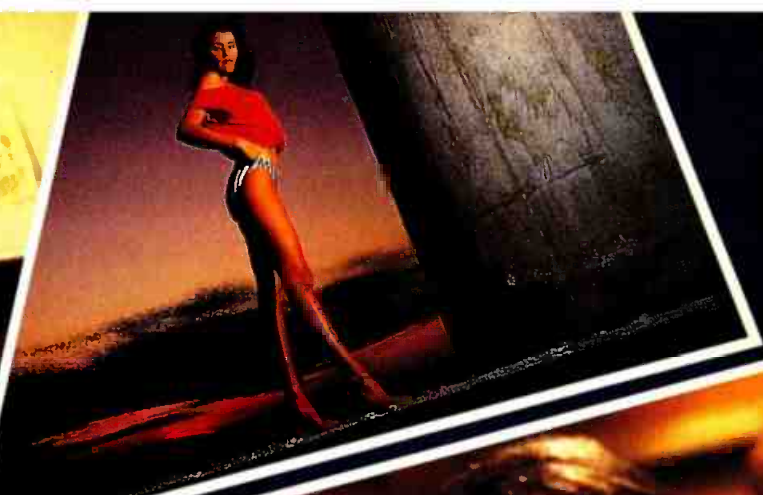


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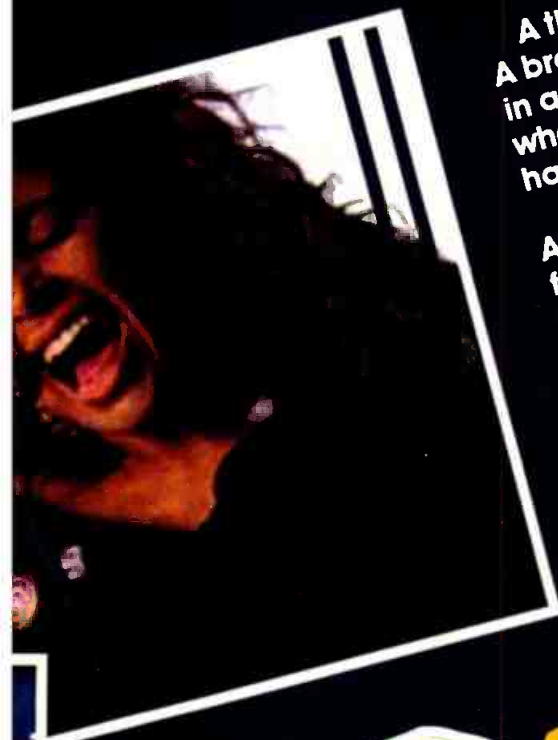
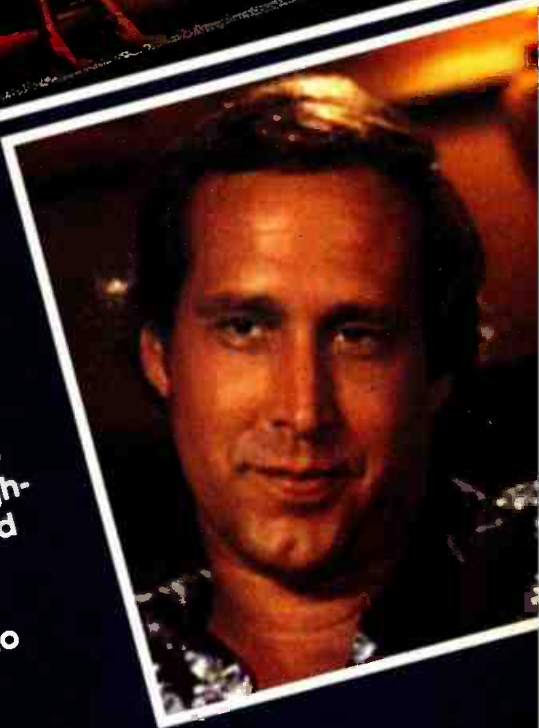

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in and around who's hot,
what's what and where it's
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A late fringe breakthrough,
After Hours is the late-night,
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that grabs audiences with high-
energy sizzle and the look and
feel of the 90s. So have a
good night.

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other choice.



After Hours



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■ Solid box denotes items that have changed since last issue.

AM-FM Allocations

■ Comments on FCC proposal for mandatory observance of National Radio Systems Committee standards for AM radio favored adop-

tion of NRSC-1 audio standard rather than commission's preferred NRSC-2 emission standard. Broadcasters asked for immediate adoption of NRSC-1 with NRSC-2 adoption to follow after further refinement.

FM broadcasters commenting on proposed increases in maximum Class A station power from 3 kw to 6 kw were split over two proposed plans. Most Class A's support New

Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S. Some Class A NAB members have resigned from association in protest.

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

NAB opposed proposal to authorize FM's using directional antennas and permitting allocation of stations in short-spaced positions, saying that an increase in FM directional antennas would lead to AM-ization of FM band. Some broadcast groups, however, favored more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities.

Western Hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated some channels will be reserved for national licensees.

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS ²	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL ³ & intercity relay	2,836	166	3,002

C A B L E †	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

AM Stereo

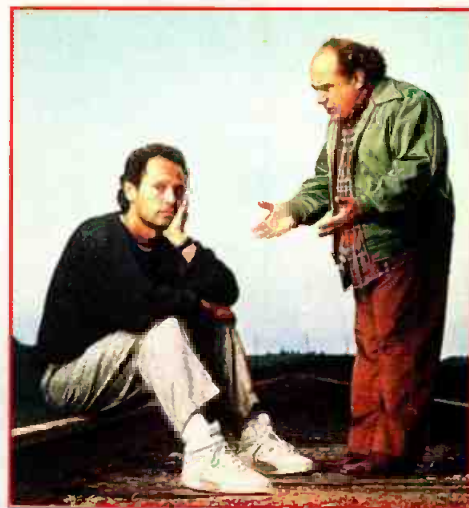
Motorola's C-Quam AM stereo system has become virtual de facto standard, with adoption by 657 stations worldwide. Kahn system holds on to favor with fewer than 100 stations.

Antitrafficking

Issue essentially boils down to reimposition of three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

■ Cable television industry remains under fire on allegations it is "unregulated monopoly." Cities approved new policy last week in Boston (see page 62), calling for overhaul of Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have



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also been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. Top motion picture and cable executives are holding series of talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment. Oversight hearings have been held by House Telecommunications Subcommittee and Senate Antitrust Subcommittee.

Children's Television

Proponents of children's television legislation suffered blow at hands of President Reagan, who issued pocket veto of bill on Nov. 5. Measure passed Senate only days before adjournment (BROADCASTING, Oct. 24). Chief executive's rejection of bill will make it priority in 101st Congress. Television networks and National Association of Broadcasters let White House know they backed legislation, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Department of Education has released study concluding, among other things, that "research literature provides little support for most of the common beliefs about the influence of television." Study holds that there is little evidence for suggestion that television displaces other activities, including reading, radio listening or participation in sports.

Comparative Renewal

National Telecommunications and Information Administration, in *NTIA Telecom 2000* report on future of broadcasting and telecommunications, recommended that FCC purge license renewal procedures of "references to program content" as part of overall elimination of rules "governing content." FCC Chairman Dennis Patrick has also called for minimizing role of programming in FCC deliberations at renewal time. But their views are not shared

by broadcasting industry. In first round of comments in current FCC proceeding aimed at reforming much-maligned comparative renewal process, broadcasters led by NAB and INTV argue that past programming performance of stations should be basis for renewal.

FCC proceeding is also aimed at discouraging groups from using comparative renewal process and policy of allowing groups to petition FCC to deny renewal and station transfers to "extort" money from broadcasters. To deter abuse, FCC has proposed limiting payments broadcasters may make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it has proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

Compulsory License

FCC voted last month (BROADCASTING, Oct. 31) to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying it would benefit consumers, broadcasters and cable programming services. Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote which she is withholding until "editorial changes" are made.

What Congress will do is anybody's guess. At very least, if it decides to pass law requiring carriage of local signals, it will probably also preserve copyright license for those signals.

During last Congress, House Telecommunications Subcommittee member John Bryant (D-Tex.) offered bill (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June.

Direct Broadcast Satellites

■ Number of applications to operate high-

power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early next year. Comments are due Dec. 12 on FCC proposal to assign pairs of DBS slots—one east, one west—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to those comments are due Dec. 30.

GE Americom-HBO goal of beginning medium-power direct-to-home TV service may have been derailed by Nov. 8 FCC decision to deny request to modify K-3 power from 45 to 60 watts. Power boost was considered necessary to reach mass-marketable three-foot receiving dishes. GE-HBO venture, Crimson Satellite Associates, still hopes to bring cable programmers to Ku-band delivery via already built K-3, scheduled for launch in January, 1990.

"True" high-power Ku-band DBS delivery of TV programming directly to homes will become reality in U.S. in "1992 time frame," says Hughes Communications, whose plan to launch 200-watt DBS will go to parent, General Motors, for approval by end of year. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programming by affordable one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes says GE service would only be "interim" step toward its 200-watt service. Hughes and GE agree on need to bring together "business system," including programmers and cable operators.

FCC extension granted last month gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

■ Comments received on second FCC inquiry on advanced TV transmission praised commission for statement that terrestrial delivery of advanced TV is in public interest and for tentative decision that proposed transmission systems must be NTSC-compatible. Opinion was split on other issues, such as use of spectrum above 1 ghz for augmentation channels and development of open architecture and multipoint consumer receivers.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18 in Washington. Report based on finding of week-long meeting will be submitted to systems subcommittee in February.

Deadline for "action memos" to Telecommunications Subcommittee has been postponed from Jan. 4, 1989, to Feb. 1. Subcommittee Chairman Ed Markey (D-Mass.) has asked Electronic Industries Association, American Electronics Association and Semi-

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Best Reporting/Individual Achievement

WRKO, Boston, MA, Div I
WOWW-FM, Pensacola, FL, Div II
WCVB-TV, Boston, MA, Div I
WGRZ-TV, Buffalo, NY, Div II

Best Newscast

KPLX, Dallas, TX, Div I
WLAP, Lexington, KY, Div II
WXIA-TV, Atlanta, GA, Div I
KVOA-TV, Tucson, AZ, Div II

Best Investigative/Documentary

WOR, New York, NY, Div I
WEBR, Buffalo, NY, Div II
WCVB-TV, Boston, MA, Div I
KLAS-TV, Las Vegas, NV, Div II

Best Feature

WSM, Nashville, TN, Div I
KZEW, Dallas, TX, Div II
WXIA-TV, Atlanta, GA, Div I
WTVR-TV, Richmond, VA, Div II

Best Spot News

KTRH, Houston, TX, Div I
KSEI, Pocatello, ID, Div II
WXYZ-TV, Detroit, MI, Div I
KVUE-TV, Austin, TX, Div II

Best Sports Reporting

WBZ, Boston, MA, Div I
WNBF, Binghamton, NY, Div II
KMGH-TV, Denver, CO, Div I
KOTV-TV, Tulsa, OK, Div II

Best Spot News Videography

WDIV-TV, Detroit, MI, Div I
WGRZ-TV, Buffalo, NY, Div II

Best Sports Videography

KARE-TV, Minneapolis, MN, Div I
WISC-TV, Madison, WI, Div II



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conductor Industry Association to submit reports recommending policies that would encourage U.S. activity in HDTV manufacturing. FCC's HDTV advisory task force and NTIA also were asked to prepare reports on subject.

On Sept. 1, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Indecency

President Reagan signed into law on Oct. 1 congressional spending bill that requires FCC to enforce its indecency policy around clock (BROADCASTING, Oct. 3). FCC has until Jan. 31, 1989, to issue new set of indecency rules. NAB and other media groups plan court challenge of law's constitutionality.

Many broadcasters joined FCC in its belief that new law is "constitutionally suspect" in light of recent case law. U.S. Court of Appeals in Washington had affirmed FCC's tougher indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC may not go ahead with its remand rulemaking.

International Satellite

State Department has "agreed in principle" to pursue special trade agreement with People's Republic of China to allow export of U.S.-made commercial satellites into PRC for launch by China's Long March launch firm, saying both sides are "definitely prepared to move forward." Hughes Aircraft-built HS 601 birds for Australian Aussat B services and Hughes-built Westar VI, now in hands of Hong Kong-based PRC-UK consortium, are proposed exports in question.

Intelsat board of governors approved \$394.3-million Intelsat VII series contract with Ford Aerospace during Sept. 8-15 meeting in Washington. Contract calls for delivery of five satellites, first two to be launched in 1992-93. Each bird will carry C-band and Ku-band capacity, cross-strapping and spot beam antenna.

Pan American Satellite Corp. saw its first satellite, PAS 1, go into orbit June 15 aboard Arianespace rocket launched from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services.

And in Geneva on Oct. 6, World Administrative Radio Conference dealing with satellites' use of fixed satellite services completed second and concluding session. Conference, considered reasonable success, completed plan for use of expansion bands associated with 6/4 ghz and 1411-12 ghz, which assures

all countries guaranteed "equitable access" to geostationary orbit.

Jose L. Alegrett, former deputy director general of International Telecommunications Satellite Organization, last week was sentenced to 16 months to four years in prison for his part in kickback scheme that defrauded global organization of \$4.8 million. Judge Gerhard A. Gesell, in imposing sentence, said Alegrett would be credited with five months he served since his arrest in Aruba last summer. He also said he would recommend that Alegrett be paroled after 11 months in view of help he has given U.S. government in its continuing investigation of kickback and other schemes. Alegrett in September had pleaded guilty to interstate transportation of money obtained by fraud, same charge to which Richard Colino, former director general of Intelsat, had pleaded guilty in connection with kickback scheme in July 1987. He is serving six-year term in minimum security prison in Virginia.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5).

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before 1,004 were received.

According to John Kompas, president of Community Broadcasters Association, 61 stations signed on air in October, single largest monthly start-up since association began tracking two and half years ago. FCC low-power branch is also reportedly preparing to grant 300 construction permits in December from June 24 window.

Mergers and Acquisitions

■ Warner Communications Inc. and Lorimar Telepictures announced Oct. 21 revised definitive agreement for acquisition of Lorimar by Warner. SEC approved revised registration statement Nov. 2. Under new terms of tax-free stock swap, Lorimar shareholders will exchange roughly 2.7 shares for each common share of Warner. Definitive agreement signed May 17 had set ratio of about 2.4 Lorimar shares per Warner share. New agreement also provides for "substantial" interim financing by Warner not required by existing terms. Merger had been blocked Sept. 27 by New York state court ruling that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group own-

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er, became Warner's largest shareholder. Warner appealed decision; hearing took place Nov. 23. FCC approved establishment of independent trust for Lorimar stations, measure that Warner argues will permit merger while satisfying Chris-Craft agreement. Since May, Warner has taken over Lorimar's domestic theatrical distribution operations, along with distribution of Lorimar's home video library. Lorimar's revised proxy statement has gone out to shareholders, with vote on merger scheduled for Dec. 8.

MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either \$35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible-bond financing. UCT and UACI have received preliminary comments on registration of new securities. Merger is subject to approval of shareholders

from both companies.

Must Carry

National Cable Television Association released must-carry survey Sept. 13 that it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. FCC released results of must-carry survey Sept. 1, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local broadcast signals is necessary. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

And National Association of Broadcasters' survey found, of 259 television stations responding, around 50 stations are not being carried on at least one cable system that would have had to carry stations under must-carry rules.

Network Rules

FCC's network rules are being reviewed, and several may be modified or eliminated in upcoming year on ground that networks now face stiff competition, particularly from cable. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years.

Proposal to eliminate network-cable cross-ownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for preservation of ban. Latter group felt allowing networks to own cable systems would give them undue market power. Proposal to repeal so-called two-year rule is not controversial. In FCC comments, networks were joined by station groups in support of proposal.

Public Broadcasting

■ PBS plans to suggest specific series for same-night prime time carriage, hoping to assure uniform prime time schedule via at least one station in each major market. National Association of Public Television Stations is also coordinating national programing task force to streamline aggregation of station money.

President Reagan signed CPB reauthorization for 1991-1993 Nov. 7, after Congress agreed to cut annual authorizations to \$245 million, \$265 million and \$285 million over three years, down from original congressional proposals of \$304 million, \$345 million and \$404 million. Satellite replacement funding of \$200 million over three-year period was retained. Bill creates TV program fund specifically for independent productions, move opposed by noncommercial stations.

Although President Reagan signed 1991 appropriation of \$242,060,000 to CPB, with additional \$56,810,000 for satellite, Office of Management and Budget is expected to recommend 1992 freeze at that level and not to appropriate satellite money.

Syndex

FCC now has before it stack of petitions to reconsider, in whole or in part, new syndicated exclusivity rules it adopted at May 18 meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programing on distant broadcast signals. Broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, still strongly support rules, but they asked for refinements that would make it easier for broadcasters to enforce exclusivity. Cable interests, on other hand, still strongly oppose rules.

United Video, common carrier for superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court. ■

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AVAILABLE MARCH 20

A regional journalism commentary by Susan L. Stolor, news director/VP, Washington Independent News

Before the new White House press office sets up shop, there are hundreds of reporters hoping that the new group will take a long hard look at the relationship between the President and the Press, particularly those reporters that make up the majority of today's Washington press corps.

I'm not talking about the Sam Donaldsons or Leslie Stahls or any of the other well-known national faces that grace the network evening news shows. I'm talking about the faces the people in Birmingham, Ala., see when they tune into their nightly news show, or the faces the people in El Paso see when they watch their local news. These Washington-based regional reporters, both broadcast and print, represent the largest growth in the press corps, they inform millions of listeners and viewers about administration policies and, by the White House's own admission, they have consistently fallen through the cracks of the White House Press Office.

The Office of the Press Secretary is assigned to the White House press corps. And, in 1980, the Office of Media and Broadcast Relations, a new concept at the time, was established to take care of the media outside of the Washington area. But of the 30 people that staff these two offices, not until August 1988 was anyone officially responsible for returning the calls of KTSM-TV El Paso's Washington correspondent or WVTM-TV Birmingham's Washington correspondent or, for that matter, the Washington-based reporters for the *Phoenix Gazette* and the *Charleston Daily Mail*. An anchor flying in for one of the special White House briefings for out of town press often had an easier time gaining access and information than did that station's own Washington correspondent.

You will be surprised at the number of people we are talking about. There are 1,700 newsmen with credentials to cover the White House, and these are primarily national correspondents and technicians assigned to the White House as their primary beat. Another 2,300 reporters are given limited access via a system whereby they stand at the front gate, often for long periods of time, as a computer checks to make sure they are legitimate. They are finally admitted to the White House, all too often in time to catch only the last five minutes of the scheduled event. Eight years ago, 1,000 broadcasters and technicians were accredited to cover Congress. Today, that number is between 2,200 and 2,500, with most of the growth coming from what is now called the regional reporter.

A former National Press Club president likes to describe the regional reporter as a correspondent who, if a plane were to crash into the Washington Monument, would sift through the wreckage looking for any vic-



"It's time for the White House to recognize the changing nature of the Washington press corps."

tims or survivors from Ohio. These reporters look for the local angle in national news stories. They are employed by national companies such as Cox Broadcasting or Outlet Communications, or by smaller independent Washington news bureaus. They tell the listeners and viewers in their hometown how administration policy will affect their lifestyle and their pocketbooks. These are the reporters who will ask the administration why the U.S.-Canada trade agreement ignores the domestic copper industry in Arizona and why we are cutting back the national weather service hurricane tracking system when storms are ravaging the Florida coast. If you take a look at just 270 members of the newly established Regional Reporters Association, you can see that they reach a combined audience of listeners, readers and viewers of more than 130 million people.

If you believe as I do that a fundamental right of citizens in a democracy is to question those who hold office, then you believe that these 130 million citizens have a right to ask their questions and get answers. Of course, it is impossible for the public to actually ask these questions directly of a President or a public official—that job falls to their press representatives in Washington. The danger is that many of these reporters do not get access to the White House.

Recently, a group of national reporters for major newspapers and networks asked Harvard's John F. Kennedy School of Government to take a look at the President's

relationship with the press. Their fear was that the presidential press conference was no longer effective and was in danger of becoming extinct. They described the current presidential press conference as "high on theater and low on content." Their resulting paper, "A report on the Presidential News Conference," calls for more frequent press conferences as a means for improving relations between the President and the press. The commission that worked for more than a year on the report concluded that if there were more routine press conferences, both during the day and in prime time, they would become less of an event and more of a forum for an open exchange of information. They suggested that the administration try several alternative-type conferences. One of their strongest recommendations was that the participating reporters be limited only to those from organizations that cover the White House full time—the same type of reporters that wrote the report. The suggested plan will leave some 2,500-5,000 other reporters out in the cold jostling for perhaps one or two seats via a lottery system. The basis for this suggestion is that better, more focused questions will be asked by the reporters that follow presidential issues on a daily basis. But can you tell a couple in Arizona who are legally prevented from repairing their home as a result of administration Indian policy that questions about the administration's Indian affairs just don't rate?

There are many ways the new administration can improve relations with this segment of the press. The first would be to ease up on the credentialing system so that a reporter from a station in Knoxville, Tenn., has the same access to events and press conferences as national reporters. The Harvard study suggests that the President try some alternative methods of communicating with the press. One of the suggestions is to have several small press meetings with different types of reporters such as business reporters or network anchors. These suggestions have merit and if tried should include meetings with regional reporters representing the different sections of the country. And finally, knowledgeable White House staff people should be assigned to each of the geographic areas of the country. They could inform reporters of the day's events, participants, and whether the issues to be discussed will be important to viewers in their part of the country. This would greatly improve the information flow between the administration and the public.

The impetus for making these changes is that we will wind up with reporting from the White House that is better, more thorough, and of greater range than that which exists today. This means more people will learn how administration policy will affect them where it really counts—at home.

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This week

Dec. 12-13—Technology studies seminar for media professionals, sponsored by *Gannett Center for Media Studies*, Columbia University, New York. Information: (212) 280-8392.

Dec. 12-13—"Equal Employment Opportunity in the Broadcasting and Cable Industries," first in series of conferences on employment and ownership policies relating to women and minorities, sponsored by *FCC*. Information: (202) 632-5050.

Dec. 12-14—Promotion strategy seminar, sponsored by *Association of National Advertisers*, Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

Dec. 13—Presentation of Women at Work broadcast awards, sponsored by *National Commission on Working Women*, Capital Hilton, Washington. Information: Sandra Porter, (202) 737-5764.

Dec. 13-14—World telecommunications conference, sponsored by *Financial Times*, London. Information: (01) 925-2323.

Dec. 13-15—"The New Administration and the Economic Outlook for 1989: Deficits, Spending and Taxes," conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 14—*Women in Cable*, New York chapter, meeting. Speaker: Ed Bleier, executive VP, Warner Bros., on "deal making in the cable TV industry." Viacom Conference Center, New York. Information: Beth Araton, (212) 661-6040.

Dec. 15—*International Radio and Television Society* Christmas benefit, featuring Frankie Valli and

the Four Seasons, Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 15—*Philadelphia Ad Club* annual Holiday Party, Sheraton Society Hill, Philadelphia.

Dec. 16—Deadline for entries in 10th annual Frank O'Connor Memorial College Television Awards, sponsored by grant from *Mobil Corp.* Information: (818) 953-7568.

Also in December

Dec. 30—Deadline for radio members of *National Association of Broadcasters* to nominate radio industry individuals for NAB's "Broadcasting Hall of Fame," which has replaced NAB's "Radio Hall of Fame." Information: (202) 429-5420.

January 1989

Jan. 4—Deadline for entries in contest "to recognize best news reporting and best news features in 1988 by Christian radio stations in the U.S.," sponsored by *Scribe*, newsletter for news personnel in Christian broadcasting. Information: (608) 271-1025.

Jan. 4-7—*Association of Independent Television Stations* annual convention. Theme: "The Future of Free TV." Keynote address: Representative Tony Coelho (D-Calif.). Century Plaza, Los Angeles. Information: (202) 887-1970.

Jan. 7-8—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*, Seattle Airport Hilton, Seattle. Information: (202) 775-3637.

Jan. 8—*Academy of Television Arts and Sciences*

installation ceremonies for its Television Academy Hall of Fame (to be taped for telecast Jan. 23). 20th Century Fox Studios, Los Angeles. Information: (818) 763-2975.

Jan. 8-13—*Annenberg Washington Program* second annual winter faculty workshop, on "communications issues, policy issues expected to confront the new administration." Washington Program, Washington. Information: (202) 393-7100.

Jan. 9—Deadline for entries in 37th annual news competition sponsored by *Associated Press Television-Radio Association of California-Nevada*. Information: (213) 746-1200.

Jan. 9—Deadline for entries in *Associated Press Television-Radio Association* Clete Roberts Memorial Journalism Scholarship Awards, for "students with a broadcast journalism career objective who are studying in California or Nevada." Information: Rachel Ambrose, AP, (213) 746-1200.

Jan. 10—Deadline for entries in *Sigma Delta Chi's* Distinguished Service Awards honoring best in journalism. Information: (312) 922-7424.

Jan. 10—*Ohio Association of Broadcasters* Columbus managers' luncheon. Holiday Inn, Ohio Center, Columbus, Ohio.

Jan. 10—*Iowa Association of Broadcasters* legislative day and license renewal seminar. Des Moines, Iowa.

Jan. 11—*Ohio Association of Broadcasters* copywriters' workshop. Parke University hotel, Columbus, Ohio.

Jan. 12—*Ohio Association of Broadcasters* Cincinnati managers' meeting. Hyatt Regency, Cincinnati.

Jan. 12—*Caucus for Producers, Writers and Directors* meeting. Speaker: James Quella, FCC

Major Meetings

Jan. 4-7, 1989—*Association of Independent Television Stations* annual convention. Theme: "The Future of Free TV." Century Plaza, Los Angeles. Future meeting: Jan. 3-6, 1990 (tentative).

Jan. 13-19, 1989—*National Association of Broadcasters* winter board meeting. Scottsdale Princess, Scottsdale, Ariz.

Jan. 24-27, 1989—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

Jan. 28-Feb. 1, 1989—*National Religious Broadcasters* 46th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meeting: Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

Feb. 2-4, 1989—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

Feb. 3-4, 1989—*Society of Motion Picture and Television Engineers* 23rd annual television conference. St. Francis hotel, San Francisco.

■ **Feb. 13-18, 1989**—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 22-24, 1989—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

March 1-4, 1989—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4488.

April 9-11, 1989—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Televi-*

sion Stations. Sheraton Harbor Island Inn East, San Diego. Information: (703) 739-5082.

April 9-11, 1989—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

April 9-12, 1989—*Broadcast Financial Management Association* 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

April 21-26, 1989—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Cannes, France.

April 29-May 2, 1989—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

May 11-15, 1989—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-20, 1989—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

May 17-21, 1989—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-24, 1989—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

June 17-23, 1989—16th International Television Symposium. Montreux, Switzerland.

June 20-23, 1989—*National Association of Broadcasters* summer board meeting. Washington.

June 21-25, 1989—*Broadcast Promotion and Marketing Executives Broadcast Designers Association* 33rd annual seminar. Renaissance Center, Detroit.

Aug. 20-23, 1989—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

Sept. 13-16, 1989—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans. Future meetings: Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Oct. 3-5, 1989—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 5-8, 1989—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: John Battison, (614) 888-3364. Future convention: Oct. 11-14, 1990, St. Louis.

Oct. 12-16, 1989—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 21-25, 1989—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 13-15, 1989—*Television Bureau of Advertising* annual meeting. Century Plaza, Los Angeles.

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commissioner. Los Angeles. Information: (213) 652-0222.

Jan. 13—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Information: Sue Edelman, (617) 876-6620.

Jan. 13—Deadline for entries in third annual RadioBest Awards competition, sponsored by *Twinn Cities Radio Broadcasters Association*, recognizing "creative excellence in radio advertising from national and Minnesota sources." Information: Jeanne Nelson, (612) 544-8575.

Jan. 13-19—*National Association of Broadcasters* winter board meeting. Scottsdale Princess. Scottsdale, Ariz.

Jan. 15—10th annual televised ACE Awards (Awards for Cable Excellence), sponsored by *National Academy of Cable Programming*. Wilshire Theater, Los Angeles.

Jan. 15—Deadline for entries in Anson Jones Award honoring Texas media for excellence in health communication to the public, sponsored by *Texas Medical Association*. Information: (512) 477-6704.

Jan. 15—Deadline for entries in national awards competition sponsored by *Asian American Journalists Association*, recognizing "excellence among Asian American journalists" and "outstanding coverage of Asian American issues." Information: (415) 346-2051.

Jan. 15—Deadline for entries in annual Broadcast Media Awards for "outstanding radio and television broadcasting on reading education, literacy and promotion of the lifetime reading habit," sponsored by *International Reading Association*. Information: (302) 731-1600.

Jan. 15-16—*Minnesota Broadcasters Association* winter conference. Sheraton Midway hotel, St. Paul, Minn. Information: Laura Niemi, (612) 926-8123.

Jan. 17—*South Dakota Association of Broadcasters* annual legislative day luncheon. Pierre, S.D.

Jan. 17-19—44th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Athens, Ga.

Jan. 20—*Utah Association of Broadcasters* annual meeting and sales seminar. Salt Lake City.

Jan. 20-22—*Alabama Association of Broadcasters* annual winter meeting. Auburn, Ala.

Jan. 21—*Associated Press Television-Radio Association of California-Nevada* regional seminar. Long Beach Ramada Renaissance, Long Beach, Calif. Information: (213) 746-1200.

Jan. 23—Telecast of Television Academy Hall of Fame, sponsored by *Academy of Television Arts and Sciences*, honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Fox Broadcasting. Information: (818) 763-2975.

Jan. 23—"Syndication 101," *NATPE Educational Foundation* seminar. George Brown Convention Center, Houston. Information: (215) 664-4400.

Jan. 24-25—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Albuquerque Airport Hilton, Albuquerque, N.M. Information: (202) 775-3637.

Jan. 24-27—*NATPE International* 26th annual convention. Keynote address: Michael Eisner, chairman-CEO, The Disney Co. George Brown

Convention Center, Houston.

Jan. 27-28—*North American National Broadcasters Association* annual meeting. Sheraton hotel, Mexico City. Information: (613) 738-6553.

Jan. 27-28—*Colorado Association of Broadcasters* winter meeting and awards banquet. Aurora, Colo.

Jan. 28-Feb. 1—*National Religious Broadcasters* 46th annual convention and exposition. Sheraton Washington and Omni Shoreham, Washington. Information: (201) 428-5400.

Jan. 31—Deadline for entries in 14th annual Commendation Awards, sponsored by *American Women in Radio and Television*, recognizing "genuine and positive depictions of today's women in broadcast programming and advertising." Information: (202) 429-5102.

Jan. 31—Deadline for entries in *National Association of Broadcasters* "Best of the Best" campaign, honoring radio promotions. Information: (202) 429-5420.

Jan. 31—Deadline for applications for *Harvard University's* Nieman Fellowships for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Ave., Cambridge, Mass. 02138.

Jan. 31—Deadline for entries in awards contest sponsored by *Investigative Reporters and Editors*. Information: (314) 882-2042.

Jan. 31-Feb. 2—*South Carolina Broadcasters Association* 41st annual winter convention. Columbia, S.C.

February 1989

Feb. 1—Deadline for entries in National Media

Advertisement

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"SHOOTDOWN" WAS A SET-UP

On November 28, NBC devoted two hours of prime time to a docudrama titled "Shootdown." Its sole purpose was to pump life into the discredited theory that KAL007, the Korean airliner shot down by the Soviets five years ago, was on a spy mission for the U.S., as the Soviets charged. NBC had been advised by non-governmental experts engaged as consultants by its own broadcast standards division that the spy-mission theory had no validity. The broadcast standards division had tried to get the producers to present the facts accurately. Not only did they fail, but the division itself was disbanded.

Vice president Alan Gerson, who assumed the responsibilities for broadcast standards, refused to let the expert consultants see the script for the final stages of production. This naturally aroused suspicions that their input was being disregarded and that the program would promote the spy-mission propaganda line. There was additional strong reason to believe this—the title "Shootdown" was the title of a book that promoted that theory. The story itself

was about the efforts of Nan Moore Oldham, mother of one of the victims of the massacre, to get a Congressional investigation. She is a strong believer in the spy-mission theory.

Gerson insisted that the program was simply a dramatization of a mother's torment and her long struggle to get answers to her questions. He insisted that it was not going to promote her theory. Gerson was not telling the truth. For an hour and a half the program planted the seeds of suspicion that the U.S. government had deliberately sent a 747 jet carrying 269 people, including Congressman Larry McDonald, over Soviet territory just so our intelligence could find out how the Soviets would react.

The viewers were told that the plane could not possibly have gotten off course accidentally, which is untrue. They were told that when the plane overflew Soviet territory, the U.S. reaped an intelligence bonanza. The truth of that is known only to our intelligence agencies, but the evidence is that they themselves were taken by surprise and were not on any special alert when the overflight occurred.

That point was made toward the end of the program by the device of showing author Seymour Hersh stating on the Donahue Show that he had interviewed ten or

twelve intelligence officials and that all of them had assured him that they had made no special preparations to tune in Soviet air defenses at the time of the overflight. Hersh is the author of a book on KAL 007 in which he demolishes the spy-mission theory by showing that there is a very good explanation of the plane's course based on a mistake in programming the navigational instruments.

NBC didn't show that explanation. They didn't want to make any serious effort to expose the flaws in the spy-mission theory, including the one that is most glaring. It was never explained why it would make sense for the U.S. to risk sending 269 civilians to their deaths to do what could more easily have been accomplished by a lightly-manned Air Force jet. One really has to believe that our leaders are evil and insane to buy the spy-mission theory.

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Owl Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society." Information: Joyce Bolinger, Center for New Television, Chicago 60605; (312) 427-5446.

Feb. 2-4—*Radio Advertising Bureau's* ninth annual Managing Sales Conference. Loews Anatole, Dallas. Information: (212) 254-4800.

Feb. 3-4—*Society of Motion Picture and Television Engineers* 23rd annual television conference. St. Francis hotel, San Francisco.

Feb. 5-7—*Michigan Association of Broadcasters* midwinter conference and exhibits with engineering seminars. Lansing, Mich. Information: (517) 484-7444.

Feb. 6-7—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Ramada Renaissance, Atlanta. Information: (202) 429-5420.

Feb. 7-8—*Arizona Cable Television Association* annual meeting. Sheraton Phoenix. Information: (602) 257-9338.

Feb. 8-9—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Sheraton Plaza La Reina hotel, Los Angeles. Information: (202) 429-5420.

Feb. 10-12—*Oklahoma Association of Broadcasters* winter meeting. Tulsa Marriott hotel, Tulsa, Okla. Information: (405) 528-2475.

Feb. 11—Presentation of 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

Feb. 13—Deadline for entries in Livingston Awards for Young Journalists (34 years old and younger), sponsored by *Mollie Parnis Livingston Foundation of University of Michigan*. Information: (313) 764-2424.

■ **Feb. 13-14**—*Georgia Cable Television Association* annual convention. Omni International Atlanta. Information: (404) 252-4371.

■ **Feb. 13-18**—11th International Film, Television and Video Market. Loew's hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 14-15—*Broadcast Credit Association* credit seminar. Orlando Airport Marriott, Orlando, Fla.

Feb. 14-15—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Atlanta Airport Hilton, Atlanta. Information: (202) 775-3637.

Feb. 16—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

Feb. 22—*National Press Foundation* awards dinner, featuring presentation of Sol Taishoff Award for excellence in broadcast journalism, to Brian Lamb, chairman and chief executive officer, C-SPAN. Sheraton Washington hotel, Washington.

Feb. 22-24—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex. Information: (512) 474-2082.

March 1989

March 1—Deadline for receipt of applications for Harvard Journalism Fellowship for Advanced Studies in Public Health. Information: Margaret Gerteis, deputy director, Center for Health Communication, Harvard School of Public Health, 677 Huntington Avenue, Boston 02115.

March 1-3—*West Virginia Broadcasters Association* annual "Call on Congress." Washington. Information: (304) 344-3798.

March 1-4—20th annual Country Radio Seminar sponsored by *Country Radio Broadcasters*. Opry land hotel, Nashville. Information: (615) 327-4488.

March 7-10—*Audio Engineering Society* convention. Congress Centrum, Hamburg, West Germany. Information: (030) 831-28-10.

March 8-9—*Ohio Association of Broadcasters* congressional salute. Sheraton Grande, Washington.

March 12-14—*West Virginia Broadcasters Association* spring meeting. Ramada Inn, Beckley, W. Va. Information: (304) 344-3798.

March 12-16—Sixth world conference of broadcasting unions, organized and hosted by *North American National Broadcasters Association* Willard hotel, Washington. Information: (613) 738-6553.

March 13-14—*National Association of Broadcasters* group head fly-in, "where heads of radio station groups will meet to discuss common issues and concerns of the broadcast industry." DFW Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

March 22—Radio station acquisition seminar sponsored by *National Association of Broadcasters*. New York Hilton and Towers at Rockefeller Center, New York. Information: (202) 429-5420.

March 22—*Broadcast Pioneers* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

March 23—*National Association of Black Owned Broadcasters* fifth annual Communications Award: dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 24-25—11th annual Black College Radio convention, sponsored by *Collegiate Broadcast Group*. Paschal's hotel, Atlanta. Information: (404) 523-6136.

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenthal, president, MCI International. Marriott Washington.

April 1989

April 4—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Los Angeles. Information: (213) 652-0222.

April 5-8—*Asian American Journalists Association* national convention. San Francisco. Information: (415) 346-2051.

April 6—53rd annual presentation of Ohio State Awards banquet/ceremony. National Press Club Washington. Information: (614) 292-0185.

April 9-11—Public television annual meeting jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island East, San Diego. Information: (703) 739-5082.

April 9-12—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, Newsday. Marriott hotel, Washington.

April 19-23—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra (501) 569-3254.

April 21-26—25th annual MIP-TV. *Marches de l'International Programmes des Television*, interna

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April 27-29—Broadcast Education Association's 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 29-May 2—National Association of Broadcasters 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

May 1989

May 2—Broadcast Pioneers annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

May 11—Presentation of National Media Awards by Retirement Research Foundation for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605; (312) 427-5446.

May 11-15—American Women in Radio and Television 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-18—Ohio Association of Broadcasters spring convention. New Market Hilton, Canton, Ohio.

May 17-20—American Association of Advertising Agencies 71st annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by National Public Radio. St. Francis hotel, San Francisco.

May 21-27—Input '89, international public televi-

sion screening conference, "annual forum for the exchange of program ideas among producers, programmers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards luncheon, sponsored by Broadcast Pioneers. Plaza hotel, New York. Information: (212) 586-2000.

May 24—Federal Communications Bar Association monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

May 31—Deadline for entries in National Association of Broadcasters Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

June 1989

June 15-18—"The Use of Microcomputers in Station Management," NATPE management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—Investigative Reporters and Editors national conference. Philadelphia. Information: (314) 882-2042.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information, in Montreux: (021) 963-32-20.

June 20-23—National Association of Broadcasters summer board meeting. Washington.

June 21—Federal Communications Bar Association monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott, Washington.

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Broadcasting Publications Inc.

A Times Mirror Business Publication

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Founded 1931. Broadcasting-Television* introduced
in 1946. Television* acquired in 1961. Cablecasting*
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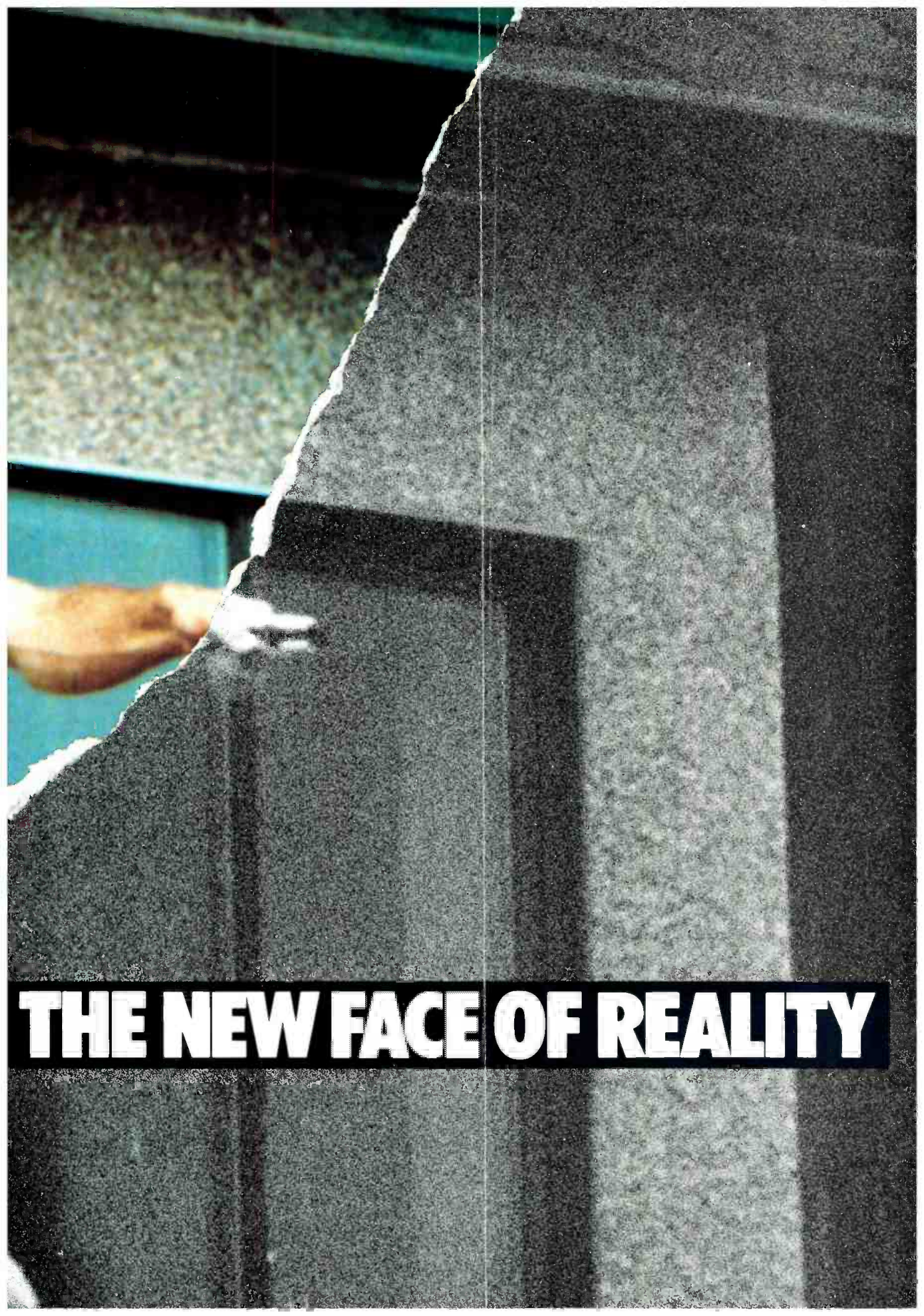
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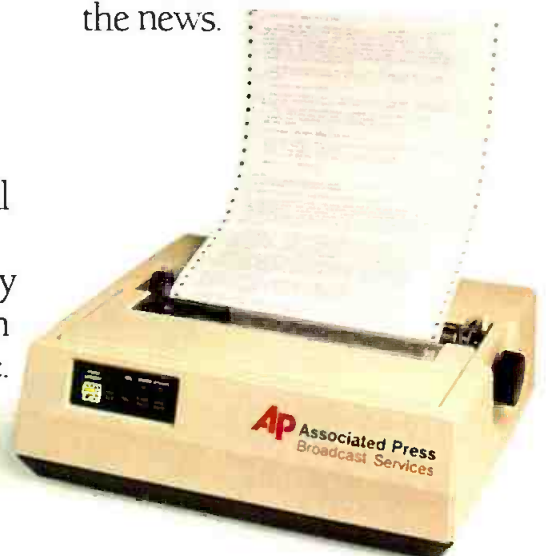
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Canadian way

EDITOR: In the summer 1988 BBM audience survey the average AM radio station in Toronto—Canada's largest market—attracted 4.4 million hours of tuning. The average FM station attracted 4.0 million hours. Of the top five Toronto stations in total tuning, three were AM's and two were FM's.

This situation is not unusual. It applies in markets all across Canada. Why is the situation so different in this country from that in the United States?

A few years ago, the Canadian Radio-Television and Telecommunication Commission established a set of FM regulations that was designed to make FM radio an alternative medium to AM radio. Among the more onerous provisions was the fact that FM stations were required to limit songs which had ever appeared on a recognized top 40 chart to less than 50% of the music programmed.

There was a terrible outcry among Canadian broadcasters, who demanded, instead, the U.S. trend toward deregulation. If you listened carefully, you probably could have heard my voice in that chorus. Today,

though, the outcry has become a whisper.

In the United States, AM radio has been allowed to become an obsolete medium. Young people who grew up with FM have, in many markets, no reason to tune to the AM band. In Canada, on the other hand, by restricting hit formats to AM radio, the CRTC has preserved AM tuning by both young and old demographics. Cross-tuning to FM still occurs, but its purpose is to sample alternative programming...not to abandon an obsolete medium.

Much to the surprise of many Canadian broadcasters, FM radio has prospered, despite regulatory restrictions. More importantly, though, AM radio is still alive and well and living in Canada. The term "deregulation" was much less in evidence at this year's convention of the Canadian Association of Broadcasters in Winnipeg. In its place was the term "re-regulation"...the CRTC's process of snipping red tape while, at the same time, preserving a regulatory structure that insures the ongoing health of both AM and FM.

Many of my fellow broadcasters and I have come to the realization that the ladies and gentlemen in Ottawa knew what they were doing after all.—*Dave Lyman, vice*

president and general manager, CKEY(AM) Toronto.

Comment breakdown

EDITOR: In your Dec. 5 edition discussing the comments filed relating to the recent AM rule making proceeding, your article indicated that "the broadcasters" argued against a proposal that would relax interference restrictions. What your story did not say was that opposition was primarily filed by the National Association of Broadcasters and multiple owners. In fact, of the 12 filings discussing the question, only seven were against the idea and five favored the same. Of the parties opposed to the proposal, only three were station owners and these were multiple owners. In short, the situation was not exactly as represented.

If I were a single-owned AM station in the United States, I would be very concerned why the multiple owners are opposed to this proposal, while those who took time to file comments as single station owners thought it was a good idea.

Reply comments are currently due on Dec. 22, 1988—*Vincent J. Curtis Jr., Fletcher, Heald & Hildreth, Washington.*

Long history

EDITOR: In the spirit of saluting long-running programs I am moved to a hail and farewell for a weekly half-hour I started in July 1961 for the U.S. Department of Agriculture with no money but considerable free production services from WRC-TV Washington.

We called it *Across the Fence* at first, aimed at consumers (suburbia, etc.) then in 1976 changed the name to *A Better Way* (people kept referring to it as *Over the Garden Fence*). In time this public service, unsponsored program was syndicated to about 100 stations nationwide, lately to about 25 stations plus a couple of national cable systems and delivered by satellite with some production and transmission costs.

Guests from many government departments and universities appeared; scientists, economists, consumer specialists were routine. Abraham Lincoln, who in 1862 told the new USDA to get the word out, would like that.

In 27 years the show missed one week thanks to a conflicting shuttle launch. In recent years Don Elder of the USDA has been the producer.

I agree with him that it may have given the biggest informational bang for the government buck in media history. But, citing budgetary restraints, the USDA canceled the program in November.

It may know a better way.—*Layne R. Beaty, former chief USDA Radio & Television Service, Washington.*

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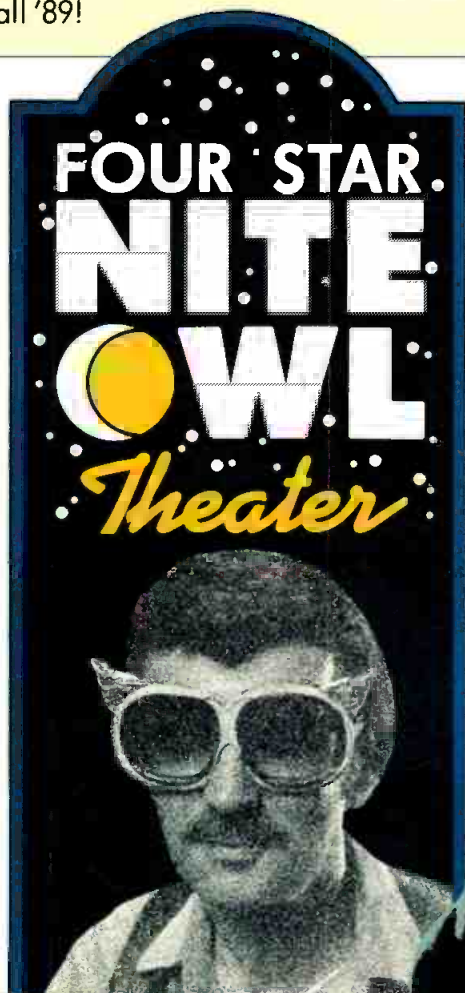
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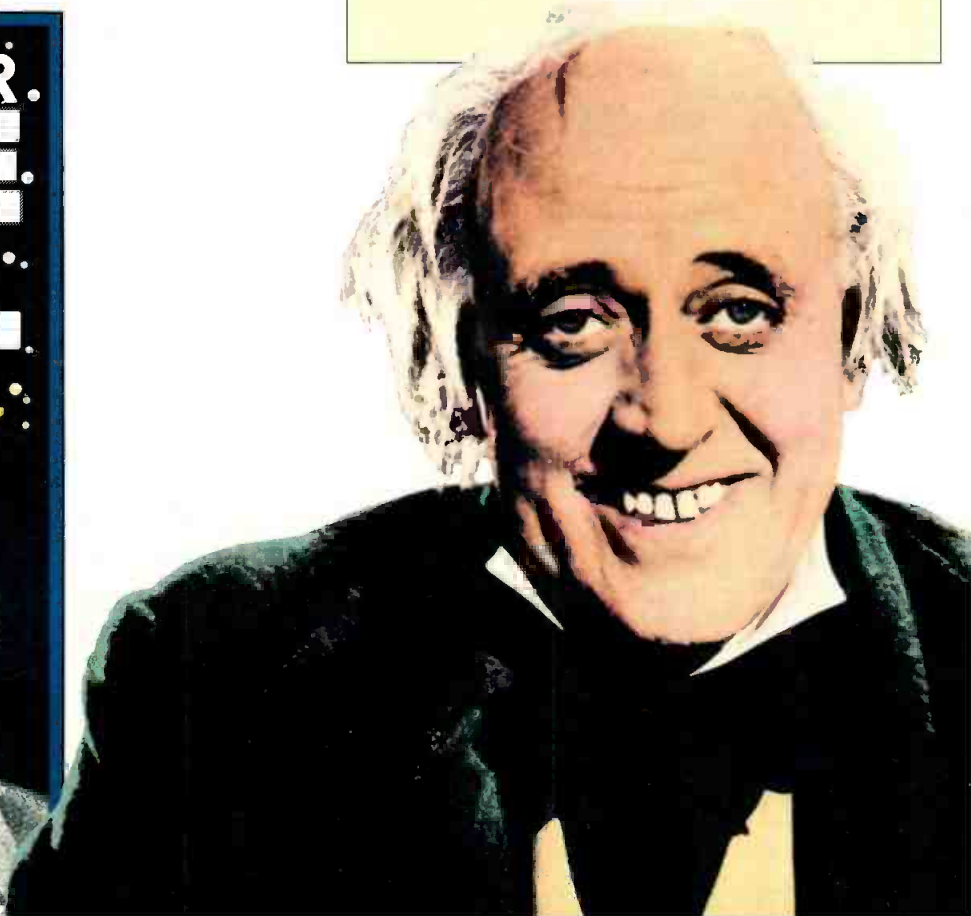
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Broadcasting Dec 12

Vol. 115 No. 24

TOP OF THE WEEK



Moderator Brian Lamb, C-SPAN; MGM/UA TV's David Gerber, Sony's William Connolly, Cablevision's Chuck Dolan

ANAHEIM ROUNDUP: WESTERN CABLE SHOW

Cable evolving into retail business, says Dolan

MSO head predicts term 'cable operator' will become too broad as cable evolves from one 'monolithic package' to choice of many programming products; movement from analog to digital most important trend in technology, according to Sony's William Connolly

Cablevision Chairman Charles Dolan sketched a brave new world for cable at the opening session of the Western Cable Show, predicting that in 10 years the term "cable operator" will not be an adequate definition. "Product orientation is where cable is headed," he said. "We will be known as retailers—storekeepers and not gatekeepers," he said. Cable operators will become "programming service marketers."

Dolan said basic will become obsolete, that "one monolithic package" will be a thing of the past. "Cable will be usage-based" and paid for by consumers on that basis. "The choice will be enormous and pricing will be very broad," the Cablevision executive said.

(Dolan, himself, has been offering a pay-service-only option in Brooklyn and the Bronx since September. He said 4,000 subscribers have been signed to date and the average revenue per subscriber is \$49.85.)

One thing that will be constant in the future will be change, he said. "Change will allow people to use TV more and get more out of it," he said.

David Gerber, providing a Hollywood perspective as president, MGM/UA Television, said there are a number of chal-

lenges and opportunities for cable in the future. Cable must be willing to help fund programs and productions to offset the enormous costs of bringing programming to the public, he said. The major studios have the talent cable needs, he said, and they "are ready to create a stronger association with cable." But cable must show its willingness to put up money to help pay for those productions, Gerber said. There is a lingering "them-versus-us" mentality between cable and Hollywood, he said. "This feeling has to be dispelled."

He also said the cable networks need to "establish definitive channel identities" as channel zapping becomes more prevalent. Yet the strength of cable is its many niches, he said, because it can target programming to specific audiences, and that can benefit Hollywood. "Each has a lot to offer the other," he said.

William Connolly, president, Sony Advanced Television Systems, brought a technological perspective to the opening panel. "The most important single trend is the movement from analog to digital." Digital eliminates many of the distortions of analog, increases speed of delivery and lowers power consumption, he said.

Connolly said fiber will allow for greater capacity and will "give telcos a powerful avenue to deliver cable TV signals." Fiber is also a logical medium for the delivery of HDTV, he said, and although there are financial, technical and marketplace hardware obstacles, "cable has a great potential to be the first to deliver HDTV on a large scale." □

A lot left unsaid at Western Cable

Among unanswered questions are whether cable will share in new baseball rights deal and to whom NBC will sell 1992 Olympic cable rights

In two respects, the Western Cable Show was noted as much for anticipated announcements that were not made, as for those that were. To whom will NBC sell the cable rights to the 1992 summer Olympics and which cable network (or networks) will figure in the new Major League Baseball television package were questions that were not answered last week, but may be this week.

The MLB team owners finished their winter meetings last week in Atlanta without announcing a baseball deal, although several sources believe an announcement may come as early as this week. It's been reported that NBC plans to sell the Olympics sports package to SportsChannel, and that speculation increased last week, although the parties mentioned were tight-lipped. Charles Dolan, chairman of Cablevision Systems, the parent company of SportsChannel, had no comment last week on the Olympics, baseball, or the status of any negotiations between it and NBC on any matter. Neither was NBC commenting. Tele-Communications Inc. was also not commenting on published reports, mentioned by others in private, that NBC, Cablevision and TCI were talking on the sports venture front.

Still, other cable sources, pointing to earlier NBC-SportsChannel talks and Cablevision's signing to carry NBC's new Cable News and Business Channel, speculated that Dolan had the inside track, at least on the Olympics. SportsChannel America canceled a press conference it had scheduled last week at the Western Show, but Dolan cautioned against reading anything into that.

NBC was talking about CNBC, however, as the jockeying for hearts, minds and shelf space of the cable operators heated up last week between FNN and CNBC. NBC announced several more major commitments by large MSO's to carry the service when it launches April 15. They include Comcast, United Artists, United Cable, Newhouse, Heritage, Post Newsweek, Media General and Hearst. Coupled with the previous announcements of TCI, Cox and Cablevision, CNBC's conservative launch count is nine million subscribers. Most of the new signings last week were under CNBC's charter affiliate agreement, which has been extended to Feb. 1. It calls for a 25% rollout at launch, a 50% rollout by the end of year one and 75% by year two. Charter affiliates qualify for special per-subscriber rates and a slice of the network's advertising revenue in future years. The signings leave ATC, Continental, Warner, Viacom and Times Mirror among major MSO's that have not committed.

Meanwhile, FNN was making an announcement on a local stock insertion package tailored for cable systems, and an

agreement in principle to re-sign ATC to a five-year contract. ATC President Joseph Collins said in a statement that ATC was impressed by FNN's "move into prime time with business and personal money management programs."

The local stock segments, to be inserted adjacent to the local system's advertising avail, is designed to help improve the operator's ability to sell that space. Using technology similar to that which the Weather Channel uses for local weather updates, FNN will transmit 50 state feeds each half hour. Cable systems will need to purchase downloading technology from Wegener Communications that will cost approximately \$2,700, said FNN Executive Vice President Mike Wheeler. Co-owned companies UPI and Data Broadcasting will assist in compiling the 50-state stock index. FNN also announced that Bob Berkowitz, former correspondent for NBC's *Today Show*, will host *FNN Focus*, the 10 p.m. news interview program that premiered last week ("Closed Circuit," Nov. 28).

While both networks were showcasing their respective support, some of the operators were taking a more cautious approach, predicting no winners in a head-to-head showdown between CNBC and FNN, if it comes to that. Cablevision Chairman Charles Dolan said Cablevision will roll out CNBC "pretty rapidly," adding that the deal was not contingent on any other NBC-

Cablevision agreements. Dolan said Cablevision has a number of large-capacity systems and has no plans to drop FNN for CNBC.

Mike Young, Comcast vice president, programming, said the company has enough large systems to roll out CNBC initially without dislocating any services. Whether FNN would be dropped for CNBC was a question that would be answered down the road, he said, after operators get a better idea what CNBC looks like. For instance, if Comcast is forced to black out programming on imported broadcast signals, those services may be dropped to make way for new services, Young said.

Jerry Maglio, chief marketing officer for United Artists, was also cautious on how things would shake out. Would CNBC replace FNN on UA systems? Perhaps down the road, he said, but UA has made no decision on that yet. At the moment, he said, UA will determine where it can add CNBC to reach the 25% figure for launch. But he said NBC's entry has provided the competition that has spurred FNN to improve its service, with its shift into prime time, he said.

Meanwhile, CNBC President Michael Eskridge provided further details last week on how CNBC is coming together. CNBC will be composed of news wheels throughout the day, with stock market reports and wrap-up segments balanced with other con-

ESPN may buy follow-on capacity on Satcom C-3

GE Americom is close to finalizing an agreement for the sale of two transponders, with an option on a third, to ESPN on Satcom C-3, the 24-transponder C-band satellite GE plans to launch as a replacement for Satcom 3R in 1991.

The deal, valued at at least \$14 million, is subject to approval by the Capital Cities/ABC board of directors this month. Capcities/ABC owns 80% of ESPN.

GE Americom President Kevin Sharer confirmed that GE has a deal with ESPN, but declined to reveal details.

ABC could not confirm that the deal is on the board's agenda, said spokeswoman Julie Hoover. Conversations with GE "are moving ahead, but we are also holding conversations with others," she said.

With the deal, GE scores first in its competition with Hughes Communications to provide replacement satellite capacity to cable programmers.

Today, Hughes and GE split the cable business, each operating two satellites filled with cable programming: GE's Satcom III-R and IV and Hughes's Galaxy I and III.

Because of its near-universal carriage, ESPN will act as an "anchor" for Satcom C-3, assuring other cable programmers that cable operators will have earth stations pointed at the satellite. As an anchor, ESPN was probably able to buy its transponder at

just a little over GE's cost.

It will cost \$170 million to build and launch Satcom C-3. That means ESPN paid at least \$7 million per slot. It is also likely it paid some additional amount to cover GE's administrative costs, in-orbit backup capacity and possibly some type of warranty.

In addition to ESPN, Sharer said, Arts & Entertainment has reservations for two slots on Satcom C-3, and CNBC is likely to sign on. A&E, CNBC and GE all have the same corporate parent, General Electric.

But before GE makes the final commitment to build Satcom C-3, Sharer said, a pay programmer will probably have to join the lineup. "We have a reasonable expectation that HBO will buy transponders on the satellite, but we don't want to count our chickens before they hatch," he said.

Said HBO's Bob Zitter: "We are going to renew some of our C-band capacity. We are talking to Hughes and GE. We have not made any decision yet."

Steve Petrucci, president of Hughes, was undaunted by GE's apparent first strike and by the potential loss of a Hughes customer (ESPN's prime feed is now on Galaxy I). There are 15 or 20 anchors, he said. "The name of the game is what the split will be when it's all finished," he said. "I believe we will both end up with our fair share of cable customers." □



Western Cable Show banner at Anaheim Convention Center

sumer news reports. Evening programming will be more long-form, with half-hour and hour segments, in which audience participation and debate-type segments will be used. There may be a late evening stock market wrap-up, said Eskridge, and the four hours each day of repeat programming will likely run throughout the night, between 2 and 6 a.m., for instance. The other 20 hours will be original programming, he said.

In addition to the consumer reporters from the NBC O&O stations, CNBC will be able to use business news from its international satellite feeds from its foreign bureaus, principally London and Tokyo, and programming through its arrangement with Visnews, Eskridge said. NBC News network correspondents will be seen on CNBC occasionally, he said.

Eskridge expects CNBC will have nine million subs when it launches, enough to allow it to be metered by Nielsen from day one, which will be a big advantage in selling advertising.

As for the weekend sports, which will run from Saturday noon (the morning will be devoted to a wrap-up of the week's business news) until Monday morning, Eskridge said there are plenty of sporting events from which to choose. He indicated that CNBC would not necessarily be an aggressive bidder for major sports packages by going head-to-head with other cable sports networks.

CNBC and FNN are not the only programming networks to announce carriage agreements last week. The Cable Value Network said it completed its agreement to buy and operate America's Shopping Channel, the home shopping service backed by Cox Cable. CVN will take a 70% stake, while Cox retains 30% of the service that reaches 925,000 homes. Cox also will roll out CVN on its other systems serving some 700,000 subscribers, giving CVN a net gain of over 1.6 million subscribers.

Movietime announced signings of systems serving 1.5 million homes, giving it 11 million subscribers by Jan. 1. QVC said it has signed additional systems owned by Maclean Hunter, Heritage, Newhouse and Falcon that will add one million homes to its 13-million-home sub count.

Telaction said it signed three-year affiliation agreements with Centel and Multimedia, giving the Chicago area home shopping service a giant boost from 30,000 to 165,000 subscribers. □

Throwing in the towel on K-3 and cable

Partners in Ku bird hoped to be major force in cable industry; HBO and GE Americom are now looking for other uses for satellite

Home Box Office and GE Americom have just about given up marketing their multimillion dollar Ku-band satellite to cable programmers and are looking at other ways of recouping their investment in it.

"GE's view is that the prospects of Satcom K-3 as a headend satellite appear to be extremely dim," GE Americom President Kevin Sharer told BROADCASTING during the Western Cable Show.

Crimson Satellite Associates, the joint venture of HBO and GE formed in 1985 to build and launch Satcom K-3 and sell or lease its capacity to cable programmers, "is exploring other opportunities" for the satellite, including selling it to European interests, Sharer said. Among those Sharer believes may have an interest in the 16-transponder bird is SES, the Luxembourg operator of Astra, a European direct broadcast satellite scheduled to launch last Friday, Dec. 9. SES has yet to select the backup bird it will launch in 1991, but proposals have already been received from GE Astro, which built its first satellite, and British Aerospace. An SES spokesman added, however, that modification of the already-built K-3 for European DBS could be "very difficult, really impossible."

W. Neil Bauer, vice president of commercial services, GE Americom, later said other options for Satcom K-3 include marketing its capacity to private network (V-SAT) operators and using it as a replacement for GE's Satcom K-2, which is loaded with mostly broadcasting traffic.

Robert Zitter, HBO vice president, network operations, acknowledged that Crimson has failed to attract any cable customers and is now looking at alternatives, but still holds out hope that the satellite will catch on in cable. "Although the prospects are questionable, I would not give up on it," he said. But Zitter also said HBO is now looking for "some" C-band transponders to replace those on satellites scheduled to go out of service in the early 1990's.

Neither Sharer nor Zitter would say how much their respective companies have invested in Crimson. But each has probably sunk tens of millions of dollars into the project. GE Astro Electronics, Crimson's satellite contractor, is in the final stages of construction of the bird and expects to finish the job in the spring. According to one source, the estimated cost of building and launching the satellite is \$160 million.

Crimson believed Satcom K-3, with its high-power, Ku-band transponders, would be attractive to cable programmers. Its signals could be picked up on relatively small dishes installed without regard to the terrestrial microwave interference that plagues C-band signals. As a result, in addition to delivering programming to cable headends, the satellite would make it easier to reach hotels, bars and homes.

Despite the technical pluses, Sharer said, the satellite failed in the cable marketplace because it did not make economic sense for the programmers. For a number of reasons, he said, each transponder on Satcom K-3 would cost nearly twice as much as one on a C-band bird. The only way Satcom K-3 made sense was for the programmers to use it not only for headend distribution, but also for direct-to-home delivery, he said.

But direct-to-home service via Satcom K-3 was not possible because of the cable operators' concerns about the impact of such a service on their "core business," Sharer said. Cable operators are the programmers' principal customers and thus have considerable influence over programmers' decisions.

Zitter cited other reasons for Satcom K-3's poor showing. When Crimson first began marketing the bird, he said, programmers were not focusing on procuring replacement satellite capacity. That has only started to happen in the past few months, he said.

Hogan warns against 'Trojan horse' of network's cable entry

Cable executive cites three major broadcast networks as impediments to cable advancement, also cautions that cable is abetting its opponent

The head of TBS Entertainment electrified one panel session at the Western Cable Show by launching an attack against the three major broadcast networks and likening their entry into the cable business to admitting a Trojan horse. "ABC, CBS and NBC are the biggest impediments to cable's advancement in penetration," said Gerry Hogan, president of the Turner Broadcasting cable programming arm. "They do a good job of holding onto the audience in noncable homes and they're locked into a real battle with cable for those nonsubscribers."

Worse still, in Hogan's opinion, cable is "actually helping them beat us at our own



L to r: Rogers, Laybourne, Hogan, Robertson and Gray

game, by supporting [ABC's] ESPN and Lifetime and [NBC's] CNBC." He suggested the networks were deliberately holding back their cable subsidiaries and, in the case of NBC, using cable to "offset bloated NBC News department budgets."

Fellow panelist Tom Rogers, president of NBC Cable, responded jokingly that the early success of CNBC was due to moonlighting efforts by Hogan and other Turner executives, and later denied NBC was laying any costs off on cable, saying instead that cable couldn't afford the new service on its own. Is CNBC (which is to provide a consumer and business news service) a stalking-horse for a general news service that might compete with Turner's CNN? No, said Rogers, adding that that option is specifically precluded by CNBC's affiliation agreements.

(Later, Rogers told BROADCASTING that the Hogan attack was not a surprise. "They've been saying it privately for some time. Now it's out in the open," he said. It's a view that "doesn't have much reality these days," Rogers said. And, noting NBC's 1987 negotiations to buy 25% of Turner for \$400 million, he added: "Ted Turner is a great believer in what networks can do for cable.")

While the Turner-NBC exchange animated the panel—devoted to "Positioning Basic Cable for the Future"—it did not dominate it. Moderator Jim Gray, president of Warner Cable, began by noting all the advances in basic that distinguished 1988, and said that operators now expect to expand basic by 8% to 11% each year. And, noting the recent Blair TV study that predicted cable would achieve 60% penetration by 1995, he called such projections conservative, and said 70% would be more realistic by that date. "It's fair to say that we have momentum," Gray said.

Responding to a question from the floor about rising programming costs, Gray expressed concerned caution. "We are very pleased with increases in [program] value that can be passed on as reasonable rate increases. But is there a due bill coming? Are we going to see an enormous bubble in costs coming?" (Rogers, referring to negotiations over Olympics rights as well as other premium sports migrating to cable, said NBC would pass costs on in a way that is "operator friendly.")

Tim Robertson, president of the CBN Cable Network, asked whether cable was adding value or subsidizing deficits incurred on the broadcast side, referring spe-

cifically to buying Hollywood product for which the major networks paid less than full production costs.

Robertson described CBN's transformation from a religious-oriented network to a family format, saying that with 37 to 45 channels now the norm in cable markets, "you must have an identifiable niche."

Hogan called 1988 an "absolutely banner year" that will have an interesting effect on the broadcast and cable industries. The pay networks will be forced to increase the quality of their product, which in turn will put pressure on the big-three broadcast networks. They, however, will not be able to respond with more money but will turn to

sensationalism and lowest-common-denominator programming, Hogan said, and further accelerate their downward spiral. "The final result is that cable will become the first choice for quality as well as diversity," he said, "and will become the predominant outlet in the 1990's."

Geraldine Laybourne, executive vice president of Nickelodeon and Nick-at-Nite, after noting "the future gets rosier all the time," also observed that "we've created a monster." The viewer has become a programmer, someone "who knows where he's going and will use his remote control to get there." Laybourne believes in the "home base theory": viewers come back because they know they'll be emotionally satisfied when they get there. "Those bonds are annuities for the future," she said.

Rogers said that CNBC, four-and-a-half months from launch, has already achieved its target of nine million subscribers, and said the service would help cable achieve three goals: improving the perception of quality among cable subscribers; cost consciousness, and increased sensitivity as to how cable is perceived by viewers. Although there are "seven or eight informational news services available," Rogers said none offers the most sought after form, consumer news. □

Cable executives discuss threat of 'telco television'

Smith urges local cable operators to become involved in telco fight; congressional staffers tour Cerritos on GTE-sponsored fact-finding tour

The cable industry's latest salvo against "telco TV" came during the opening session of the Western Cable Show, where James (Trey) Smith, senior vice president, operations, Times Mirror, and chairman of the California Cable Television Association, spent half of his welcoming remarks warning cable operators to pick up the call to arms. The telco threat also dominated discussion at a Washington roundtable of more than a dozen current and past commu-

nications policy makers.

"At both the state and the national level, it is clear that the telcos want to control the delivery of services to the home," said Smith. "There is nothing fuzzy about my reception. The telcos either want to own the only wire into the home, or if there's more than one, they want to own them all."

Smith saw cable getting no help from the FCC or the cities. He questioned whether only "15 FCC auditors [could] monitor the \$87 billion telco industry so closely as to assume an equitable playing field." And he blasted the National League of Cities (see story, page 62) for being the "first to be seduced by the telcos' blue sky promises."

Smith seemed particularly concerned that his fellow cable operators are complacent on the issue, as the telephone companies work the grass roots. In briefings, he said, "I have watched the eyes of my colleagues glaze over as they confront the strategies and vocabulary of this latest threat on the horizon, hoping perhaps that this seemingly complicated new headache will go away. Well, it is clear to us now that it won't go away." He urged operators to become informed on the telco threat and to "develop a clear idea of how you, your business and your customers could be affected by this new threat, and then, in the best tradition of cable grassroots activism, find out what you can do to help us prevail once again.... Let's keep America watching cable TV from a real cable operator."

A vivid reminder of the telco threat was just down the road from Anaheim, in Cerri-



Smith

tos, where GTE officials were conducting tours for congressional staffers and journalists. On Dec. 2, GTE said House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) toured the Cerritos facilities, where GTE will be leasing cable channels for "video on demand" and also testing fiber optics. A GTE spokesman said Markey spent several hours touring the operation and asking questions.

Apollo Cablevision, the cable operator from whom GTE is leasing space, has a coaxial system up and running. GTE is awaiting approval on its fiber application from the FCC, which it expects in January. GTE was also showcasing its "Main Street" home shopping interactive service, currently being tested in a Continental Cablevision system in Newton, Mass.

In addition to Markey, 15 congressional staffers toured Cerritos last week on a fact-finding mission paid for by GTE. Many were on Western Show panels later in the week. GTE paid for their round-trip airfare and hotel accommodations for three nights. Among those in the group were Antoinette Cook, Senate Communications Subcommittee counsel; Terry Haines, minority counsel, House Telecommunications Subcommittee; David Leach, House Energy and Commerce Committee Chairman John Dingell's chief policy advisor on telecommunications, and Gerard Salemm, senior policy analyst for the House Telecommunications Subcommittee. Also included were several staffers representing House Telecommunications Subcommittee members: David Zesiger with Dennis Eckart (D-Ohio); David

Jorgenson with Carlos Moorhead (R-Calif.); James Conzelman with Michael Oxley (R-Ohio); Scott Cooper with Al Swift (D-Wash.), and Dina Vizzaccaro with Dan Coats (R-Ind.).

Senate Commerce Committee members also had staff there: Roy Neal with Al Gore (D-Tenn.); Alan Osaki with Brock Adams (D-Wash.), and Ira Goldman with Pete Wilson (R-Calif.).

Larry Irving, senior counsel to the House Telecommunications Subcommittee, who was at the Western Show, was also scheduled to tour Cerritos in the next few weeks, GTE said.

The group also spent one day at GTE's ISDN facility in Norwalk, Calif. GTE California President David Anderson also addressed the group. □

Optimistic outlook for pay cable

Western Cable panel sees number of challenges ahead, but is confident pay services will be up to the task

What changes and challenges lie ahead for the pay cable business? What can be done to improve the chances for success of pay cable in the future? These were just some of the questions discussed by panelists at the Western Show's session titled "Positioning Pay Cable for the Future," moderated by Glenn Jones, president of Jones Intercable.

According to Thayer Bigelow, president, Home Box Office, television in general has changed dramatically in the past eight to 10 years. Among the changes he cited: "Independent stations have multiplied, [there's been] an increase in the number of basic and pay channels, and the population is aging so that more people are staying home and watching television." With growth in these areas, and the network shares declining, Bigelow sees growth for pay cable as well. Scoffing at doomsayers who predict that cable growth has peaked, Bigelow said growth trends indicate otherwise. "Cable rating and share numbers are up, while the networks' are down," he said. "HBO's usage numbers are up," he said, adding that "HBO averages some 13 million houses that tune in every week."

John Cooke, president, The Disney Channel, pointed to several moves that Disney has made to position itself for a successful future. Citing the recent deal with Rupert Murdoch to offer a direct-to-home Disney Channel to Great Britain as part of Murdoch's Sky Television DBS package (BROADCASTING, Nov. 28), Cooke said that future cable opportunities exist outside of the United States' borders, and not just in English-speaking countries. Of the Murdoch deal, Cooke said: "Family programming will work in the UK, and a movie service will have broad appeal to families in that country." Another move Disney has made in the past few years is attempting to program to all age groups. Of his channel's efforts to broaden viewership through diverse programming, Cooke said: "I don't think audiences would have accepted three



(L to r: Sapan, Cox, Cooke, Bigelow and Jones)

years ago what we're doing now." Because of the programming changes that the channel has made in the past three years, "the perceptions of The Disney Channel have changed dramatically," he said.

Tony Cox, president, Showtime Networks, sees cable penetration reaching the 65%-70% level with little or no trouble in the next five to 10 years. Cox sees continual growth in the cable business, and in pay services specifically, for several reasons. The first reason to expect growth is that the cable operator is getting better. "Customer service is still a problem," he said. "We've reached 55% of the country on basically poor service, and when we know how to give good service, that will probably be worth at least 5%-7% in additional penetration." Another reason Cox sees growth in the future for cable is that the quality of programming has increased. "For the past 10 years, pay services have been the backbone of the business," he said. "Now, other channels are providing competitive programming," said Cox. He cited ESPN's deal with the National Football League as a breakthrough among basic channels. Cox also said that television technology in general is improving, with more advancements on the horizon, citing HDTV as an example. Lastly, Cox said people are becoming accustomed to the idea of paying for television usage. "Many teens today," he said, "probably don't remember a time

when their parents didn't make out a monthly check to the cable company. The attitude of 'why should I have to pay for something that I can get for free?' will diminish with that generation," he said.

Josh Sapan, president, Bravo and American Movie Classics, said more channels and more services are in cable's future. He listed several obstacles cable must overcome. "Regulation," he said, "could set severe price limits on cable service, and new forms of competition lurk on the horizon, namely telcos." □

Pushing for the next 5%

Panelists offer strategies for attracting more cable subscribers

If the cable industry can boost its basic subscriber penetration another five percentage points (which would bring it to about 58% of U.S. TV households), annual billings would grow by more than \$1 billion and the equity value of the industry would grow \$10 billion. That's the assessment of cable consultant Howard Horowitz, president of Horowitz Inc., New York, who offered his view at a panel session at the Western Show addressing the issue, "Find-

ing the Next Five Points."

And while it will cost more to acquire and retain those roughly 2.2 million additional subscribers, Horowitz said, "I believe it is probably worth it." But he said the industry has to address several "perception problems" with current nonsubscribers.

Generally, said Horowitz, nonsubscribers feel cable is too expensive, and many of them are unaware of the plethora of basic network channels. They also tend to associate cable with poor service, he said.

In terms of new installations, the cable industry has its work cut out for it before it achieves the next 5% penetration, said Dan Levinson, vice president, advertising, HBO. With a 25% disconnect rate for basic

subscribers, now totaling about 44 million, said Levinson, about 13.2 million new subscribers would have to be signed up in 1989 to achieve 5% growth.

On the pay front, Levinson said, with currently about 22 million subscribers and a 50% disconnect rate, some 12.1 million new pay subs would have to be hooked up to reach another 5% penetration.

Levinson said that based on HBO's experience, systems that run special campaigns aimed at acquiring new pay subscribers (including discounted installation fees and offering the first month free, for example) have far better pay gain rates than those that don't. In fact, he said, the more campaigns systems do, the better their pay gain rates will be.

HBO affiliates that did not use such campaigns in 1987 showed an average pay sub decrease of 4%, said Levinson. Those systems that conducted three such campaigns that year averaged pay penetration gains of 3.6%.

Ruth Otte, president of The Discovery Channel, said the industry has to "build the value and the perception of value" of cable in the minds of consumers. Operators should present "balanced" program line-ups consisting of both mainstream and non-traditional offerings, she said.

Otte urged operators to use tune-in advertising to promote both traditional and non-traditional program services so that viewers understand the diversity of programming available on the medium. □

Cable vs. telcos over fiber

Representatives of both sides argue for consumer access

The closing session of last week's Western Cable Show pitted cable executives against representatives of two Bell operating companies. The cable executives questioned the justification for spending billions of dollars for new fiber optic systems that would enable the phone companies to possibly control all the signals going into the home. They also questioned the ability of the government to accurately monitor phone company books to ensure that phone customers did not subsidize telco efforts to deliver video signals to the home.

The phone company officials countered that their research and development efforts were concerned as much with developing enhanced voice and data services as with broadband fiber systems, and that while there was some interest in entering the cable business, it would not be at phone customer expense, and most likely would only be outside their phone service areas.

Conspicuously absent from the session was scheduled participant FCC Commissioner Patricia Dennis. With the absence of a commission representative, several of the cable officials freely dumped on the commission and its ability to deal effectively with major policy issues.

"They really don't know what they are doing in every field," said Steve Effros, president of the Community Antenna Television Association. Ed Allen, general partner, Intermedia Partners, said of the commission that cable is "caught in the clutches of a bunch of ideologues."

Will fiber optic systems eventually lead to just a single wire going into the home and controlled by the phone company? Lee Cox, president, Pacific Telesis, said probably not. "I think there will be at least two wires," said Cox. "The chance of freezing out competitors is extraordinarily unlikely." And in business offices, he suggested, "you'll have lots of wires" from a host of competing voice, data, and broadband video suppliers.

Dan Behuniak, assistant vice president for external affairs, Atlantic Bell, said that

even if one fiber optic wire eventually feeds all communication signals into the home, "you can still have a competitive model." For example, he said that two major suppliers of broadband video services might each be given 25% capacity on the wire, with the remaining 50% set aside on a common carrier basis for other service providers.

But John Sie, senior vice president, Telecommunications Inc., submitted that there is no cost justification, at least on cable's side, for converting to a full fiber optic delivery system which he suggested could cost as much as \$1,700 per subscriber compared to the current \$350 per subscriber to build coaxial plant. (According to a recent FCC study, said Effros, the cost to cable of

converting to a total fiber optic system would run as high as \$100 billion.)

Behuniak of Atlantic Bell responded that it was a "shareholder risk," and that a massive phone company fiber optic infrastructure was not in the cards "unless the services riding over it pay for it." When pressed by Effros, Behuniak conceded that video services are the only services up and running today with enough volume to pay the freight.

Allen of Intermedia was the most vocal critic of allowing the phone companies into cable at all. "Prior conduct," he said, has motivated current government restrictions. "What has changed to cause a major shift in policy?" asked Allen. □

Programing pronouncements from Anaheim

Cable networks and producers peppered last week's Western Cable Show with a handful of program news announcements. Among the more significant:

■ Black Entertainment Television announced a slate of nine new original programs for fall 1989. Included are a nightly one-hour talk show, *Night Talk*; a weekly series, *Comedy Show*; a monthly public affairs show, *Black Agenda*; *On Stage*, a series of monthly one-act biographical dramatizations of the lives of famous blacks; a weekly teen magazine show, *Teen Scene*; a weekly sports call-in show, *Budweiser Sports Report*; a weekly celebrity interview show, *Personal Diary*; a live concert series, *Inside Studio A*, and a weekly soap opera update series, *Soap Watch*. The last will probably be done in association with ABC.

BET President Robert Johnson said the new programs represent a first step toward positioning BET as the "entertainment and informational voice of black America." The network estimates it now reaches 50% of the roughly 8 million black homes in the U.S., and projects it will reach 75% of

those homes within the next five years.

Due to a recent 2½ cent-per-subscriber rate increase, BET's program budget will more than double next year, approaching \$12 million, Johnson said. "We are putting those dollars back on the screen and in promotion," he said.

■ Warner Bros. Pay-TV announced its first live pay-per-view and closed circuit event, a boxing match between Ray (Boom Boom) Mancini and Hector (Macho) Camacho scheduled for March 6, 1989. Warner Bros. Pay-TV President Edward Bleier said cable operators would be rewarded with a greater share of the revenue split for promoting the fight with print and cross-channel promotional spots. He also said that the transmission will be vigorously monitored by General Instrument's Videocipher division and that unauthorized viewers who are caught will be prosecuted. The fight will be available through Request and Cable Video Stores and will be made available to backyard dish owners. Warner is also talking to Viewer's Choice about picking up the fight. Bleier said Warner Pay-TV will be provid-

ing music specials for PPV distribution in the future.

■ Another PPV special was announced by Showtime Event Television—Robbie Knievel (son of Evel Knievel) will attempt a motorcycle leap across the Caesars Palace fountains on Friday, April 14, 1989. Evel Knievel attempted the same stunt 21 years ago, breaking many bones and landing in the hospital for a month. The 90-minute event will be produced in association with Sports Television International Inc., headed by former ABC Sports executive vice president Jim Spence.

■ USA Network announced a new late night series called *Camp Midnight* to be produced by Dick Clark Productions, with Clark serving as executive producer. The program is Clark's first series commitment (20 episodes) from cable. It was described last week as an offbeat 90-minute variety show, with host Dick Wilson, the morning disk jockey at KCPW-FM Kansas City, Mo. The show will feature a cast of semi-regulars, interviews with offbeat guests, phone-in segments, music clips and "unusual acts of all kinds."

■ The Vision Interfaith Satellite Network announced it would expand its programming day from five to 13 hours on weekdays beginning Feb. 27. The ecumenical religious network will also increase its weekend hours from 10 to 15-16. Among the new programming is a documentary series entitled *Long Search*, a sitcom, *Hallelujah*, plus a mini-series and new episodes of *Man Alive*.

VISN plans to produce a documentary on South African Bishop Desmond Tutu and continue a series of specials from the Dave Brubeck Trio, the first of which will be carried as part of VISN's special holiday programming.

VISN officials, commenting on reports of discussions between it and ACTS, said that as ACTS moves to a for-profit status, it is less likely to be merged into VISN. But they hinted that religious programming that may not survive in the ACTS commercial environment might find a home on VISN.

■ The Silent Network announced a doubling of its two-hour weekly schedule to four hours, which will be financed by an MSO equity participation deal designed to raise \$5 million. The new two-hour block on Thursday morning is designed to be the first step toward making the Silent Network a seven-day-a-week service. The new shows, to premiere next July, are *Say It With Sign*, a sign language instruction series; *Festival*, a variety show; *A Partnership with Man*, a documentary on guide dogs for the blind, and *Hear Kitty Kitty*, a program about cats. Silent network officials said the total MSO participation would be less than 50%.

■ Home Shopping Network announced it will carry a six-hour telethon on Christmas Eve to benefit Straight Inc., a program to help young people on drugs, and among the testimonials will be a two-minute tape from President-elect George Bush. □

CBS study shows slight decline in three-network viewing through 1995

Challenging dire predictions of broadcast network decline, CBS last week said that three-network viewing will stabilize at roughly 63%, down only slightly from the current 67%. In its just-completed long-term outlook through 1995, the network added that viewership will be helped by the aging demographic structure of the U.S., and that revenue growth will be aided by a change in the national advertiser base.

The last time David Poltrack, senior vice president, planning and research, CBS marketing division, made network viewing share projections was in 1979, when he projected a three-network share for 1989-90 at 70%. Poltrack last week defended those projections, saying that without this season's writers' strike and the effect that peoplemeters had on the measurement of network viewing, "we would probably have been right on target."

What further decline in network viewing does take place will go mostly to basic cable TV, said Poltrack. The viewer projections take as assumptions that TV households will increase to "about 100 million"—from their current 90 million—and that cable penetration will increase to 60%, slightly lower than some projections, but in

slight further decline in audience share should not make broadcast network television any less desirable to advertisers. Poltrack said that the three-network reach is still over 90%, while the reach of individual networks is, on average, above 80%.

Advertising demand will continue strong, despite mergers among advertisers, a concern Poltrack termed exaggerated. There is another, more significant phenomenon affecting network television, he said.

Drawing on advertising expenditure estimates, Poltrack said that consumer packaged goods compose an increasingly smaller percentage of three-network advertising. In their place have grown advertisers whose advertising-to-sales ratio is considerably smaller, and thus whose demand for network inventory is less dependent on network pricing. Among the new price-inelastic advertisers cited by Poltrack are movie, high-tech and stereo companies, long-distance telephone companies, financial services and automobile manufacturers. The latter, for instance, he said, have advertising-to-sales ratios of about 2%, compared to as high as 20% for packaged goods companies. "If Detroit has a bad year, it doesn't pay to pull advertising, which is too

1995

line with those made by a forecast done for John Blair & Co. (BROADCASTING, Nov. 28). "Pay penetration will be about 33%," said Poltrack, "...with viewing share increasing only slightly, and the increase will be all penetration-driven...we don't expect their ratings to grow."

Network viewing will not be threatened by investments in cable programming, said Poltrack, despite continued revenue and cash flow growth of cable operators. "It is problematical as to whether they [cable operators] will make the investment. Right now the average cable household can get 30 channels of television, and of those channels, the average cable household watches fewer than 10. Thus the question is: Is there any form of programming that the average cable household does not currently get but which they would pay to get, other than earlier releases of theatrical movies on pay-per-view?"

"If you can tell me what the type of programming is, then I can tell you why cable should invest in programming. For cable system owners to invest in programming, that programming would have to increase their revenue stream, and given the fact that they have already provided the full menu of programming options to their subscribers," said Poltrack, "I don't see there is any form of programming worth that investment."

The CBS senior vice president said a

small to affect their cost base. Instead, they may advertise to boost their rebate programs."

CBS also said that advertisers will want to reach more of the type of viewers watching network TV. Older viewers are more likely to be watching television, said Poltrack—in particular network television—and by 1995 their numbers will increase. "The argument that older people had more discretionary income is much more relevant now that the baby boom is a larger segment of the population and a segment that has shaped our society from their college years forward. That audience is now moving into their older years, which is why every conference you go to has a session on the aging of America and what it means to marketing."

One key assumption in the road to 1995 is that the network-affiliate relationship will continue largely unchanged. "The assumption is that there will be a negotiated change in the network-affiliate relationship...But it is too early to tell what some of the things we have seen will mean on a long-term basis. We assume there will be a sound compromise by both parties and that the partnership will continue to work." Poltrack will elaborate on his views and the CBS study in a presentation today to the 16th annual Paine Webber Inc. media conference. □

TV networks prepare to talk about compensation

Plans for altering payments to stations will be big topic at upcoming meetings of ABC, CBS and NBC affiliates

Some of the big three television networks' financial difficulties will be transferred to their affiliate stations as station compensation reductions appeared on their way to implementation by at least two of the three networks. ABC has already stated its desire to reduce payments by at least \$5.5 million in 1989. NBC is looking toward even greater reductions and said last week it intends to have a revised compensation plan implemented no later than Jan. 16, 1989. CBS is also said to be interested in cutting its compensation and will discuss the matter at its mid-January affiliate board meeting.

An NBC memo sent to affiliate board members said the plan might include "elements of compensation revisions, fringe inventory recapturing and additional prime time inventory for station sale." Translated, that means the network might adjust compensation levels at various stations, try to take back some inventory in such shows

as *Today* and *Tonight* where national advertiser demand is strong, while offering the affiliates, instead, extra prime time inventory which they might have better luck selling to local advertisers. The returned units over the long run would not come from the creation of additional inventory, said one NBC executive, but such details are still being negotiated.

The affiliate memo said: "Special events such as the Olympics and other sporting franchises were not discussed." NBC executives have already said the network wants stations to help share some of the burden of its successful \$411 million bid for the 1992 summer games (BROADCASTING, Dec. 5). One unconfirmed report said as many as 80 to 100 hours of the games would be uncompensated.

NBC said a select committee of the affiliate board will work with the network during the next few weeks leading up to the next board meeting, Jan. 8-11, in Puerto Rico.

ABC is using continued losses at the network as justification for suggesting an across-the-board increase in its affiliate fee.

Practically speaking, the weekly fee is subtracted from compensation payments and thus works out to a net reduction in compensation, by roughly 6%, or \$5.5 million.

ABC has told affiliates it would listen to alternative plans that affiliate representatives are expected to offer some time before Christmas. Such alternatives might include an offer to improve clearances.

CBS, whose next affiliate board meeting in Tucson, Ariz., does not begin until Jan. 15, will perhaps have the luxury of seeing how the other two networks act before it makes any decisions. Unlike two years ago, when NBC decided not to follow ABC and CBS in attempting compensation reductions, this time all three networks seem to be considering similar strategies. Compensation is among the matters expected to be discussed in Tucson.

Not too surprised by the recent events was consultant Paul Bortz, whose report to ABC earlier this year outlined some of the changes now being suggested: "I don't think this is radical. This is a process that will take place for some time." □

Fiber optics technology gets PR push

A Washington-based public relations and management consulting firm is organizing a "public-interest" coalition that is highly critical of cable and, according to its literature, dedicated to removing "the legal and regulatory boundaries that are depriving Americans of the full benefits of fiber optic communications through a switched digital network." Anderson, Benjamin, Read & Haney has been recruiting "founders" and members for Opt In America.

ABRH is a seasoned coalition builder, according to Ed Dooley, who resigned in May as a partner at the firm to open his own consultancy. "[Milton] Benjamin and [William] Read are PR guys who create so-called grassroots coalitions on behalf of corporations. Camille Haney uses her consumer group connections and Wisconsin background to help them recruit coalition members. The goal is to influence Congress by orchestrating public reaction for or against the proposal pending in Congress," Dooley told BROADCASTING.

Perhaps even more interesting is that OIA's rhetoric is similar to that which the telephone industry is currently using in its campaign to eliminate the legal and regulatory barriers to its providing video services to the home on an equal footing with cable television.

But, according to Milton Benjamin, ABRH's organizational work is not being done on behalf of any client. In creating Opt In America, he said, the firm hopes that it is creating a new client.

He also said that the telephone industry is not involved in the startup of OIA. "I can totally, flatly and categorically assure you that no dollars have been spent on Opt In America other than our dollars," he said.

Asked if ABRH had any telephone companies or trade associations as clients, Benjamin answered: "We don't discuss who our clients are, but...we have media clients, cable clients and clients in the telecommunications industry."

On the other hand, Benjamin said, he expects OIA to attract some support from telephone companies, but he does not expect telco support will dominate the group.

According to Dan Behuniak, Bell Atlantic's assistant vice president for external affairs, his company has already been approached by the PR firm. And he understood that ABRH had

talked to other phone companies as well. When asked if Bell Atlantic would back OIA, Behuniak said, "it looks like a good idea. We just don't know enough about it yet."

Furthermore, the telephone executive revealed that the PR firm has worked with his company previously but he did not know if ABRH is on a retainer.

John M. Eger, OIA's chairman, at a press briefing last week at a National League of Cities meeting (page 62), pledged to work with the league to get the "legal and regulatory roadblocks removed" to bring fiber into every home. Eger is president of Worldwide Media Group, New York.

OIA material was sent to government officials, academics and civic leaders, said Jim Hood, who is handling administrative chores for the group. Although he was reluctant to give out specifics, Hood did say that material went to city officials in Allentown, Pa.; Elizabeth, N.J., and Muskogee, Okla., because they are "fairly typical medium-size places." He also acknowledged that they happen to be cities within the home districts of members of the House Telecommunications Subcommittee: Matthew Rinaldo, the ranking Republican, from Elizabeth; Don Ritter (R) from Allentown, and Mike Synar (D) from Muskogee.

Also of note is the group's National Committee, whose membership hails from the hometowns of several other House Telecommunications Subcommittee members. Among those sitting on the OIA committee: Carmen Orta, president of the Hispanic Chamber of Commerce in Houston (Democratic Congressman Mickey Leland's district; Republican Jack Fields also represents part of that city); H. Wendell Klingensmith, Case Western Reserve University, Cleveland (not far from the district served by Dennis Eckart); Claudia McCain, Bellingham, Wash., Public Library (Representative Al Swift's hometown); Rose Gafford, Dallas Black Chamber of Commerce (Democrats John Bryant and Ralph Hall each have constituents in Dallas); Dr. Richard Claus, Fiber and Electro-Optic Research Center, Virginia Polytechnic Institute, Blacksburg, Va. (VPI is in Democrat Rick Boucher's district); Dr. John G. Moore, Southwestern Medical Center, Dallas (again, Bryant and Hall), and Judy King, executive director, Mid Metro Economic Development Group, Chicago (home to Representative Cardiss Collins [D]).

Miami: Whole lot of changing going on

Television station ownership changes and affiliation switches have heated up that market; newly independent WSVN(TV) pushes news identity

Broadcast history is in the making in south Florida. By most accounts, the ownership and affiliation changes taking place in the Miami market and its neighbor to the north, the West Palm Beach-Ft. Pierce-Vero Beach market, are unprecedented. Those changes are also credited with helping turn Miami into one of the most dynamic TV markets in the country.

One station in particular—WSVN(TV) Miami—which lost its affiliation to NBC, then signed up with Fox—is executing a bold strategy in its unaccustomed role as independent.

By some estimates, the market value of the station may have been reduced by as much as \$100 million as a result. Although some observers say the station could continue to profit quite handsomely by assuming the role of the leading traditional independent station in the market (i.e., programming popular sitcoms, children's shows and movies), WSVN has rejected that strategy and instead has positioned itself, in a major promotional campaign, as "South Florida's News Station."

In effect, the station is betting that viewers who've made the station number two in local news won't defect because of its loss of network affiliation. "We've done a lot of viewer research," said Robert Leider, vice president, general manager, WSVN. "They tell us if we continue to do news, they'll continue to watch." In fact, as an independent, WSVN will produce more news than any of the affiliates in the market, including a three-hour morning news block, a half-hour at noon, a two-hour 5 p.m.-7 p.m. news block and a final hour at 10 p.m., for a total of 6½ hours of local news.

In addition, the station will produce locally a new half-hour tabloid news program entitled, *Inside Story*, similar to Fox's *A Current Affair*, which started as a tabloid show produced for the New York market by Fox-owned WNYW(TV) New York. About 70% of the *Inside Story* pieces will focus on Florida stories and the remaining 30% will be national in scope. The local tabloid program will face two syndicated tabloid programs at 7 p.m. in January, *A Current Affair*, on WTVJ, and *Inside Edition* on WCIX. According to Leider, however, it won't be just the tabloid program that produces the grittier, more sensational stories. That approach will spill over into the station's other news programs as well.

That WSVN is mounting such a strategy is testament to the growing influence of the Fox-owned station group on the domestic television business. Fox's *A Current Affair*

has already spawned close to a dozen imitators in domestic syndication and, as Leider attests, has emerged as a model for local news production. "Current Affair has really opened our eyes," said Leider. "We feel the bigger and bolder approach to news is



what TV should be headed for," while steering away from the more traditional "institutional" type of newscast he said.

The station's strategy is part of a larger bid to become "the number one independent in the country," said Leider. "KTVU(TV) Oakland, Calif.] is going to have to move over," he said of the station generally considered the current number one indie. Both stations are strong in news, and Leider credits KTVU general manager Kevin O'Brien and various Fox executives with assisting WSVN in shaping its new strategy.

Both KTVU and WSVN, being Fox Broadcasting network affiliates, plan to participate in the Fox Television stations satellite news exchange, which is being extended to all FBC affiliates with news operations (BROADCASTING, Dec. 5).

The unique situation in Miami at least gives WSVN a shot at the leading independent in the country, said Leider. He cites two factors: the "weak" signal of

WCIX(TV), soon to be the new CBS affiliate in Miami, and that station's "lack of a news identity." As an independent, WCIX has been broadcasting only a 35-minute newscast at 10 p.m., and as a CBS affiliate, will start out slow, adding only a half-hour local evening newscast.

WSVN's news effort will be directed by 30-year-old Joel Cheatwood, who has served as news director at the station for about a year, and who will also serve as executive producer of *Inside Story*. Before joining WSVN, Cheatwood was assistant news director at WEWS(TV) Cleveland.

"We hope to become known as the CNN of south Florida," Cheatwood said last week, noting agreements WSVN has entered into with CNN to feed it national and international news, as well as pacts with other news suppliers, such as INN, NIWS and Visnews.

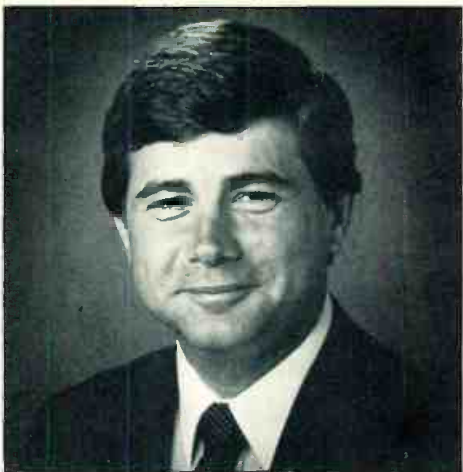
□

On January 2, a total of five stations will change affiliation. In Miami, WTVJ(TV), purchased by NBC and General Electric Co. for \$270 million, drops CBS for NBC, while independent WCIX(TV) picks up CBS. CBS still has not closed on its bargain basement deal to acquire WCIX (\$59 million), although that is expected to occur on Jan. 3 if all goes according to plan, CBS officials say (BROADCASTING, Dec. 5).

That purchase will mark CBS's first station buy since 1957. Discounting the merger of NBC's station group with GE's stations, NBC's last station purchase was actually a swap of its Philadelphia TV and radio properties for Group W's TV and radio properties in Cleveland in 1965.

In West Palm Beach, CBS has dropped its affiliation with UHF station WTVX(TV) Fort Pierce, and signed on with VHF WPEC(TV) West Palm Beach, a move essential if CBS is to maintain the circulation it had with WTVJ and WTVX in the two markets. The problem is WCIX transmits from a site about 40 miles south of the other Miami stations, and cannot move further north because it would interfere with WCPX(TV) Orlando. Both stations broadcast on channel 6. ABC has agreed to replace outgoing affiliate WPEC with new sign-on WPBF(TV), which made headlines by agreeing to pay the network compensation to be the ABC affiliate in West Palm Beach.

As for ABC, in Miami, its affiliate WPLG(TV) is the leading station both in news and sign-on to sign-off, and is poised to strengthen that position when the other stations in the market make their affiliation changes. "There should be a very positive effect for us," said WPLG general manager John Garwood. He said that traditionally, when affiliation changes occur, overall



WSVN's Leider

viewing levels tend to rise due to viewer curiosity. "Historically, the station [not making a switch] has the largest improvement."

Others agreed, including Pier Mapes, president, NBC-TV. "They will do well and should maintain their dominance," he said of WPLG. Mapes also predicted that WTVJ will succeed in capturing the number-two spot in the market by switching the audience that WSVN has been delivering as an NBC affiliate. "People watch programs," he said. As for WSVN, he said, "that's an unknown. They have the opportunity to be a leading independent in the country."

Mapes and others described WSVN's unique gambit as one that could very well beat WCIX in Miami. As a CBS affiliate, WTVJ has been third in the market, with a strong signal covering the entire market. WCIX, with its weaker signal, covers no more than 80% of the Miami market, by CBS's own admission, while local competitors say its coverage is as little as 60%. Network circulation may be helped by WPEC-TV in West Palm, but that coverage does nothing for WCIX locally.

That fact has Miami market time buyers putting WCIX at a disadvantage. "WCIX has limited coverage," said Sarah Williams, of the Atlanta-based agency Hutcheson Shutze. "Their numbers, aren't going to be [as high as] the WTVJ numbers, and they won't get the credit WTVJ had" as a CBS affiliate. Shutze added.

Cissy Bradford, the Miami media buyer for J. Walter Thompson, agreed. "WCIX's numbers are not going to be good. They have a long road ahead of them." At the same time, neither buyer expects WTVJ to deliver the audience WSVN has been delivering as an NBC affiliate, at least not right away. "I think the consensus among Miami buyers is we're going into it a little conservatively as far as the numbers are concerned," said Williams. But with Miami being a metered market, she noted, results of the new alliances will be known quickly.

While there may be some shifting of dollars among stations, both buyers and sellers see spending levels marketwide (estimated by the National Association of Broadcasters at close to \$250 million for 1988) remaining stable, with mid-single-digit gains in 1989. "With the types of promotions going on there should not be that much viewer

confusion," said Williams. "Advertisers use TV for reach, image and prestige," which are delivered regardless of affiliation, she said.

WTVJ has launched an extensive promotion campaign, utilizing Bobby McFerrin and his pop hit single, "Don't Worry, Be Happy." "The message is simple," said WTVJ general manager Richard Lobo. "Don't worry, be happy, all your favorite programs are now on channel 4. We're treating it as a festive thing." But Lobo is spending some serious money in preparing for the switch—between \$10 million and \$15 million.

"We have a new tower and transmitter," said Lobo. "That will give us more strength in Broward County, the fastest-growing county in the area." The entire Miami-West Palm Beach region now has about 3.8 million people, and is considered by the Census Bureau to be one of the faster-growing areas in the country. Lobo has also expanded the news staff, brought in a new news director, Nancy Valenta, from KNBC-TV, and acquired a new satellite news gathering truck. Lobo said the station is also paying increased attention to the Hispanic segment of the region's population, which accounts for about 60% of the city of Miami, and 32% of the entire market. "We are positioned for the long haul," he said.

In terms of programing, WSVN will, to a certain extent, play the role of the traditional independent. It will program a nightly prime time movie at 8 p.m. The station's program director, Vicky Gregorian, has built up the station's inventory of films from less than 100 titles to about 500 titles over the past two months. Many of those films have been acquired at bargain rates through TVX, which retained liability for most of its WCIX-related syndication program contracts. As a CBS affiliate, WCIX won't need about 85% of the programing it licensed as an independent.

Gregorian said last week she picked up several film packages through WCIX, including Paramount's Portfolio 12 (for a per-title rate of less than half the \$50,000 that WCIX paid) and Special Edition II. Orion II, and about 75 films from three Columbia Pictures Television packages, Embassy III, Volume VI and Showcase I. She is also negotiating for several Warner packages through WCIX. "I'm building inventory, but I'm being selective too," she said, indicating an unwillingness to pay more than \$25,000 per title in a market where the better titles have gone for twice that or more. "I want to bring the market back to reality," she said.

By most accounts, "reality" in program buying took a back seat in Miami several years ago when Grant Broadcasting's WBFS-TV began bidding up prices for product, but was then forced to file for protection from creditors under federal bankruptcy laws when the advertising market softened.

That experience led other Miami stations to reevaluate how much they are willing to pay for product. As a result, most of the choice new off-network sitcoms have not been sold, including *Who's the Boss?*, *Golden Girls*, *ALF* and *Neuhart*. And WCIX will be dumping others into the market as well,



WTVJ's Lobo

very possibly including *M*A*S*H*, although current WCIX general manager Skip Moss said last week that CBS had not decided whether to keep that property or not. Moss did say WCIX would hold on to *Benson*, *Night Court* and *Family Ties*.

In first-run, however, it is understood that three Paramount shows currently licensed by WCIX, *War of the Worlds*, *Star Trek* and *Friday the 13th*, are, as one studio source put it, "in play." Other recent first-run deals in Miami included *Geraldo* moving from WPLG in the morning to WCIX in the afternoon next season for three times the license (BROADCASTING, Nov. 14). The station also picked up the Joan Rivers talk show for next season, and King World's *Inside Edition* for January.

WTVJ has acquired *Entertainment Tonight* (for a two-fold increase in license fee) for next season, which it will air in access along with *A Current Affair*. WTVJ now confirms it will downgrade *USA Today: The Television Show* to the wee hours of the morning in January. WTVJ has picked up Paramount's new *Tabloid* for early fringe next season as well.

Producers hope to make crime pay

Tabloid shows abound on road to INTV and NATPE in January

Of all the programs being readied for the Association of Independent Television Stations and NATPE conventions in January, the tabloid format is one of the most popular. The strong rating performance of Fox's *America's Most Wanted* and *A Current Affair* and the comparatively low production costs of the genre have helped fuel the format's rise in popularity.

Crime Watch Tonight, hosted by former CBS newsmen Ike Papas and distributed by Orion Television, has been sold to 12 stations, including WAGA-TV Atlanta where it will air in prime access. The show is expected to replace either *Family Feud* or *Win, Lose or Draw*, both of which now air in the 7-8 p.m. time period. Larry Hutchings, senior vice president, sales and marketing, at Orion, said the company is hoping to "be able to go to NATPE with 40-50 stations signed up."

Qintex's *Crime Diary* "uses cases that you might see on the cover of the *National Enquirer*, with the dramatic relationships of the cops who solve the crimes," said Jon Murray, executive producer of the show. The show is being sold on a straight cash basis, "so we won't need New York, Los Angeles and Chicago [markets] in order to launch," said Mort Marcus, president, telecommunications, Qintex Entertainment, adding, "It's the time periods that are important to us." *Crime Diary* has not been sold, although Qintex is currently giving New York O&O's its sales presentation. Marcus said the company is hoping to go into INTV and NATPE with 4 or 5 major markets. One advantage that *Crime Diary* has, according to Marcus, is that it will run mainly in the early fringe time periods. "Crime Diary is designed to run after the afternoon soaps and before the local news, whereas a lot of the other shows are targeted for prime access, which are very tough time slots," said Marcus.

All American Television's *Crime Stoppers* 800's biggest advantage, according to Carl Menk, senior vice president, All American, is that the show is an extension of the national Crime Stoppers organization that has been in existence since 1976. "Most of the crime shows are interested only in the ratings," said Menk. "We have a responsibility to the community." The pilot for the show will be shot in December, and Menk says it may not be ready in time for INTV (Jan. 4-7). "It's more important that we are ready for NATPE [Jan. 24-27]," said Menk. "Besides, stations probably won't be buying half-hour weekly shows until after March." The show will be sold on a barter basis, with stations keeping three-and-a-half minutes and All American holding back three. There will be a one-minute window within the show for an international crime segment. Stations may personalize the show by preempting the in-

ternational crime to insert a local crime dramatization. The once-a-week show is being targeted for weekend access.

According to Shelly Schwab, president, MCA TV, *Reward* stands apart from other tabloid shows because of the "prestigious host and anchor" it has in Jim Hartz, formerly of NBC News. Cynthia Allison will co-host. *Reward* encourages viewers to call in and help apprehend criminals and locate missing persons. The pilot for the show was shot on Dec. 6, and will be ready for INTV and NATPE. The show is being sold for cash plus barter (one minute national), and Schwab says that it is being targeted for access, although it can play in early fringe or late night.

King World has gotten the jump on other tabloid shows by readying its *Inside Edition* for a January launch. As a result, the show has already been cleared in more than 40 markets, representing 60% of the country, with most of the clearances being in prime access, mainly at the expense of GTG's *USA Today: The Television Show* or LBS's *Family Feud*.

Paramount's *Tabloid*, not officially announced, is in the process of being shown to station groups, and sources indicate that the company is waiting to sign a group deal before announcing the show.

The Investigators, by Tribune Entertainment and Geraldo Rivera, a one-hour weekly, is scheduled for an April 1989 launch. Tribune is hoping to strip the show when enough episodes are available. The show is being sold for cash plus barter, and Rivera will host.

Group W Television's upcoming special, *Missing/Reward*, is being considered for series production. "The determinant," said Dirk Zimmerman, president, Group W Productions, "will be what kind of numbers the special does." If Group W goes ahead with the series, the special's host, Stacy Keach, is expected to host the series. □

Schedule shuffle. KCBS-TV Los Angeles has dropped *USA Today: The Television Show*, which it will replace in January with King World's *Inside Edition* for its 7 p.m. time slot. However, KNBC-TV there has picked up *USA Today*, which it will couple with *Entertainment Tonight* in prime access, bumping LBS's *Family Feud*. No word at deadline on whether KNBC-TV would simply downgrade *Feud* to a less viewed time period or whether LBS would try to place the show on another station. KNBC-TV is the second NBC-owned station to bump *Feud* from access come January. WNBC-TV said it would replace it with *Inside Edition*. In Los Angeles, during the Nielsen sweep, *USA Today* averaged a 4 rating and 7 share at 7 p.m. on KCBS-TV, while *Feud* averaged a 5.3/8 on KNBC-TV at 7:30 p.m.

New look for Cassandra

Nielsen rankings of syndicated shows will be expanded to three volumes; press summaries will be reinstituted

After working with syndication industry representatives for the better part of a year, A.C. Nielsen last week announced what it believes is a new and improved version of its Cassandra Ranking Report. The report measures performance of barter and cash syndication programs based on data from the November, February, May and July sweeps. Syndicators use the report as a program sales tool.

A year ago, at the request of clients, Nielsen stopped releasing the report to the press, because some clients believed it was

Syndication Marketplace

Warner Brother's *Head of the Class* has been pre-sold in 83 markets, according to William Hart, vice president, domestic sales manager, Warner Brothers Television Distribution. Of the 83 markets cleared, 49 are affiliates. The show is in its third season on ABC and will be ready for syndication in fall 1990. □

Lifetime has entered into a development agreement with Shelly Duvall's Think Entertainment to produce *Emily Undercover*, a half-hour dramatic series. The agreement calls for a six-episode commitment with an option for seven additional shows. The series is being looked at as a companion piece for *The Days and Nights of Molly Dodd*, which Lifetime recently purchased. *Emily Undercover* is expected to premiere in April 1989 along with new episodes of *Molly Dodd*. Also, Lifetime has acquired the two-hour pilot and all 64 episodes of the hour-long *Spenser: For Hire*. The off-ABC series will make its debut on Jan. 17, with the pilot airing on Jan. 16. □

Group W Productions' reality-based special, *Missing/Reward*, has been cleared in 50 of the top 50 markets, according to Derk Zimmerman, president, Group W Productions. The special has now cleared in 110 markets, representing 90% of the country. *Missing/Reward* is produced by Dave Bell Associates and Group W Productions, with Stacy Keach as host. □

Genesis Entertainment has formed a spot sales development

division and has named Mitch Turner to run the unit as director, advertising sales development. Turner will work with Genesis client stations to develop spot sales on both the local and national levels. □

Time magazine and **GGP** have agreed to co-produce two one-hour prime time syndication specials for broadcast in 1989. The specials, to be distributed by GGP and offered on a barter basis, include *Man in Space: The 20th Anniversary of the Landing on the Moon*, *A Time Television Special*, and a program, as yet untitled, that will examine the 1990's. The program will be offered in June 1989, with the 1990's special to follow in the fourth quarter of 1989. The Time-GGP agreement follows a similar collaboration this year in which the companies produced and distributed *1968: A Time Television Special*, which aired last summer. □

Fox Broadcasting Co. is currently putting together a pilot for a possible new series, *Outrageous!*, in which contestants try to outdo each other in performing the most outrageous stunt, with a chance to win \$25,000 in prize money. Almost anything goes as far as the stunts are concerned, said one FBC official, as long as they are "safe and legal." Among the more outrageous candidates: a person who turned his living room into an ice skating rink and another who nailed all of the furniture in his home to the ceiling. A one-time-only *Outrageous!* special will probably air next March, with a decision to follow about whether to take the program to series.

being misinterpreted and giving a distorted view of the performance of syndicated shows. A major complaint was that press stories portrayed the local Cassandra numbers as national ratings, and did not differentiate between programs running in 70% or more of the country and shows running in only a handful of markets.

But with approval of the so-called Cassandra Ranking Committee, a nine-member group of representatives from the syndication industry, Nielsen has revised Cassandra and will again issue summaries to the press, starting with the November report, which is due out by the end of the month or early next month.

The report has been expanded from one to three volumes, with the first addressing performance market by market as the old report did. The second volume will provide rankings "based on equivalent U.S. ratings," said Nielsen. The company stressed that the equivalent U.S. numbers "are not equal to nor should they be referred to as national ratings." National syndication ratings, the company said, are based on peoplemeter measurements of viewing across all TV households, and are compiled in the weekly National Syndication Service report. The NSS report, however, reports only barter programs.

The Cassandra equivalent U.S. rating for a syndicated show will be calculated by adding the viewing for all stations carrying the program and dividing by the total estimated U.S. household base, which is 90.3 million homes.

The third volume will track independent and affiliate station clearances of syndicated programs. Cassandra clients may subscribe to one or all of the volumes.

The new Cassandra will also increase demographic breakouts by 11 categories

TV viewing and children. "Contrary to popular assertions, children are cognitively active during television viewing and attempt to form a coherent, connected understanding of television programs." So concluded "The Impact on Children's Education: Television's Influence on Cognitive Development," a study commissioned by the Department of Education, written by Daniel Anderson and Patricia Collins of the University of Massachusetts-Amherst psychology department. The report comprises a review and critique of research on TV viewing.

Among other findings: no evidence that color or movement has a mesmerizing effect on children's attention, or that TV viewing is generally overstimulating to children or that it "asymmetrically influences brain development"; little evidence that pre-school or early elementary school-age children's comprehension of what they watch is poor or that TV viewing displaces valuable cognitive activities, and mixed or weak evidence that TV viewing reduces attention span or perseverance (and some indications of the opposite effect), negatively influences imaginativeness or reduces reading achievement.

Concluded Anderson and Collins: "Because children spend so much time with television, it would appear that TV must have a major impact on schooling. If it does, the nature of that impact has yet to be determined....With each successive section [of the report] we were able to claim less assurance in the reliability and generalizability of the findings" in the research studied. "We have begun to find out a great deal about television viewing itself; we have only some indications of what the cognitive effects of television viewing might be; we know practically nothing about what might modify those effects."



Humanities grants. The National Endowment for the Humanities has committed \$10.2 million to support the making of 53 documentaries, historical and literary dramatizations, interview programs and other media projects. Among the projects, many to be aired on public television and radio, are *Simple Justice*, a five-part TV mini-series on the U.S. Supreme Court's *Brown vs. Board of Education* decision by Berkeley, Calif.-based New Images Productions (approved \$1.08 million outright and \$500,000 in matching grants) and *Panic and Promise: America's Depression Years, 1929-41*, a nine-part series by Henry Hampton's Civil Rights Project, which produced the civil rights history series *Eyes on the Prize* (approved \$350,000 outright and \$75,000 in matching grants).

and expand the number of reported day-parts. For example, in addition to prime access (7-8 p.m.), Cassandra will now also report "access plus" (6-8 p.m.).

Programs will be ranked by program genre (comedy, reality, sports, etc.) and also by three first-run categories—all first-run, first-run strip and first-run weekly—

with a fourth category lumping together off-network and off-cable programs.

Nielsen also said the minimum reporting standard has changed so that programs, in order to appear in the report, must air on 10 stations, instead of the previous five. Regional programs will be reported in a separate section. □

Week 11 delivers 37.6 million households

NBC took week 11 (ended Dec. 4) with a 16.0 rating and a 25.7 share. ABC came in second with a 13.4/21.4. CBS closed out the week with a 12.2/19.5. Taken together, the three networks delivered a 41.6 rating, or 37.6 million households. Last year's week 11, which

ended Dec. 8, 1987, came in with a three-network rating of 41.1, which translates to 36.4 million households.

ABC's Tuesday night broadcast of the *50th Barbara Walters Special* pulled in a 24.9/38 to rank second for the week.

Nielsen	□	Net	□	Show
1.	26.7/42	N		Cosby Show
2.	24.9/38	A		50th Barbara Walters
3.	23.8/37	N		Different World
4.	22.6/35	N		Cheers
5.	22.5/38	N		Golden Girls
6.	21.2/31	A		Roseanne
7.	20.6/32	C		60 Minutes
8.	19.9/30	A		Who's the Boss?
9.	19.7/29	C		Murder, She Wrote
10.	19.6/31	A		Growing Pains
11.	19.0/32	N		L.A. Law
12.	18.8/33	N		Empty Nest
13.	18.7/29	A		Head of the Class
14.	18.7/29	N		Dear John
15.	18.6/28	N		Matlock
16.	17.9/28	N		Unsolved Mysteries
17.	17.7/28	N		NBC Sunday Movie
18.	17.6/26	N		Family Ties
19.	17.2/29	C		Knots Landing
20.	17.1/32	N		Hunter
21.	16.8/30	A		Monday Night Football
22.	16.8/29	N		Amen
23.	16.6/25	N		Night Court
24.	16.5/25	A		Wonder Years
25.	16.3/24	N		Day by Day
26.	16.2/23	C		Frosty the Snowman
27.	16.0/25	N		NBC Monday Movie

Nielsen	□	Net	□	Show
28.	15.9/23	C		Dr. Seuss' Grinch
29.	15.8/27	C		Dallas
30.	15.8/23	C		Designing Women
31.	15.6/23	N		ALF
32.	15.5/22	C		Murphy Brown
33.	15.2/24	A		Hooperman
34.	15.0/21	N		Hogan Family
35.	15.0/23	N		NBC Tuesday Movie
36.	14.7/26	N		227
37.	14.5/25	A		China Beach
38.	13.8/24	A		20/20
39.	13.7/21	A		ABC Sunday Movie
40.	13.5/21	N		Magical World of Disney
41.	13.3/22	C		CBS Wednesday Movie
42.	13.3/21	C		CBS Sunday Movie
43.	13.2/20	A		MacGyver
44.	12.9/21	C		Almost Grown
45.	12.8/22	C		Falcon Crest
46.	12.6/22	A		Muppet Family Christmas
47.	12.6/22	N		Miami Vice
48.	12.3/19	N		Baby Boom
49.	11.4/20	A		Mr. Belvedere
50.	11.4/20	C		Beauty and the Beast
51.	10.9/17	A		Dynasty
52.	10.9/18	A		Just the Ten of Us
53.	10.8/17	C		Paradise
54.	10.1/16	C		48 Hours

Nielsen	□	Net	□	Show
55.	9.5/17	N		Something Is Out There
56.	9.3/14	C		CBS Tuesday Movie
57.	9.2/13	F		Married...With Children
58.	9.1/14	F		America's Most Wanted
59.	9.0/15	N		Sonny Spoon
60.	8.9/16	N		Tattinger's
61.	7.9/13	A		Incredible Sunday
62.	7.5/13	A		Murphy's Law
63.	7.2/11	C		TV 101
64.	7.2/14	C		West 57th
65.	6.8/11	A		Knightwatch
66.	6.8/12	C		Dirty Dancing
67.	6.7/11	C		Van Dyke Show
68.	6.6/11	A		Burning Questions
69.	6.6/12	A		Police Story
70.	6.4/9	A		Track Down
71.	6.2/9	C		Annie McGuire
72.	6.2/10	F		21 Jump Street
73.	5.7/10	C		Simon and Simon
74.	5.6/8	F		Gary Shandling Show
75.	5.1/9	C		Raising Miranda
76.	4.3/7	F		Tracey Ullman Show
77.	4.1/7	F		Reporters
78.	3.7/6	F		Duet
79.	3.0/5	F		Beyond Tomorrow

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* Indicates premiere episode

RAB reports increased ad dollars for '88 and '89

Some sales departments change to take advantage of local sales growth; those in national spot and network arenas reexamine their ad targets

The Radio Advertising Bureau reported across-the-board gains in its just-released advertising projections for 1988 and 1989. Total radio advertising dollars this year are expected to come in at \$7.829 billion (up 7.4%), with local dollars once again making the biggest jump (7.9%) over the previous year. National spot and network advertising dollars, which both dipped in 1987, showed respective 6.8% and 1.7% gains in 1988. The 1988 and 1989 RAB projections are based on 10 months' worth of figures collected by RAB's Local Revenue Pool, Radio Expenditure Reports and the Radio Network Association.

Radio station sales growth this year has been "moderate," said William Figenshu, president, radio division, Viacom Broadcast Group. Advertising growth, he said, is still being affected by reverberations from last year's stock market crash. Retailers are "skittish," he said, while slow network TV sales are limiting "ripple down" dollars normally available to radio. "It's not a pedal-to-the-metal all year long, and that's what it takes," he said, dismissing an imminent return to the days of double-digit advertising growth. "I'd like to say we're driving a Corvette next year," said Figenshu, "but it's going to have to be a Cutlass."

Advertising has been sluggish in all areas, including radio, for the last two or three years, said Ellen Hulleberg, president of McGavren Guild Radio. "Retail is hurting, and the consumer is not out there spending," she said. Despite less than enthusiastic 1988 national spot estimates made earlier this year by RAB, however, national spot advertising projections are showing gains for the category. National spot dollars, as projected by RAB, show a \$1.404 billion total for 1988. That figure is up from 1987's \$1.315 billion, and is projected to land at \$1.481 billion in 1989.

Locally, RAB projections show 1988 closing at \$6.048 billion, which the association said is expected to rise to \$6.562 billion in 1989. Increases on the local level especially pump up the overall radio advertising revenue figure, which is projected to rise 7.8% to \$8.437 billion in 1989.

Many small and medium market stations are showing sales increases this year based largely on strong local sales efforts, said D. Mitchell Self, chairman of the National Association of Broadcasters' Small Market Radio Committee and president-general manager of WLAY-AM-FM Muscle Shoals, Ala. He said his stations are up 10%-11% in local sales, adding that they will continue



Figenshu



Hulleberg



Kushak

to concentrate on the category: "I don't care how much effort you put into national, you're not going to get much."

Self's approach to national dollars is in line with that of Thomas Kushak, chairman of NAB's Medium Market Radio Committee, who used the term "frosting" to describe the category. "I see that as bonus money, but it's not something I can project on for the next few years," said Kushak,

who is also president and general manager of WMAY(AM)-WNNS(FM) Springfield, Ill.

"I see a lot of people in [medium] markets using consultants, which they didn't use five years ago," said Kushak. Station research, he added, is also playing an increasingly important role in rounding up local advertising dollars.

Many stations are reacting to the sales outlook by increasing the size of their local

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sales teams, said Daniel Flamberg, senior vice president of marketing and communications, RAB. "The effort to sell more local is an effort to hedge against recessionary measures," he said.

In California, for example, a survey of area stations by the Southern California Broadcasters Association found that sales staffs average nine salespeople and two to three sales managers. Five years ago, according to SCBA executive director Gordon Mason, those same stations averaged five to six salespeople and one manager. The personnel gains, said Mason, largely reflect efforts to build upon local sales.

On the network side, while advertising in the category for 1988 outperformed earlier RAB estimates, the projected increase still only amounted to a 1.7% rise. The project-



Moore



Coen

ed network gain for 1989 should be about 4%-5%, according to RAB, up to \$394 million from 1988's projected \$377 million. While nobody is "going to be doing

cartwheels" over the projected results, said Flamberg, "it might be an early indicator that more people will be looking at network radio in 1989."

Broadcasters have recognized that national advertising is a "very fickle animal," and have responded by building upon local sales, said Peter Moore, president, Radio Network Association. Some of those same local sales strategies are now being adapted by network sales staffs, he said, such as approaching potential advertisers with prerecorded spec spots. "We've got to get back to selling our medium," he said, adding: "They're not against radio; they just haven't been contacted frequently by radio."

The primary advertising targets are those already found on network television, said Moore. A priority in building network sales, he added, will be discovering newly created or uncharted radio categories.

But until advertisers are attracted to network advertising en masse, said Robert Coen, senior vice president of McCann-Erickson, incoming revenue for the category will continue to "yo-yo" based on the activity of one or two major advertisers.

What may be holding back the national spot market is an adjustment to the dramatic rise in promotional expenditures, said McGavren Guild's Hulleberg. Over the past two to three years, she said, companies have been expanding promotion budgets at the expense of advertising budgets. Such "quick fix" efforts as direct mail and coupons are still in a "growth mode," she said, while long-term image advertising takes a back seat.

"That message has to get out to the consumer," she tells advertisers, "or else they will just go for the price." Nevertheless, said Hulleberg, a goal for the national spot marketplace is to "see if we can attract some of that [promotion] money."

Coincidentally, advertisers will be looking to build upon promotional tie-ins with radio stations in the coming year, said Page Thompson, executive vice president, director of media and programing, DDB Needham Worldwide. "We're not just looking to get eyeballs; we want to market products," he said. An Amtrak radio campaign, for example, could tie in with an on-air remote at several local train stations.

"A lot of agencies will say that's been around, but agencies never attempted to do that on a large-scale basis," he said, suggesting the idea could be executed in 30 to 40 markets at a time.

Added Ivan Braiker, president, Olympia Broadcasting: "The thing that the agencies are worried about most isn't the ad dollars...it's the marketing dollars." Reflecting on the RAB 1988 and 1989 projections, the Seattle-based broadcaster warned that the increases could be a misleading measure of success for the industry because of increased competition within markets.

"The dollars are going up," said Braiker, "but how has the overall number of stations competing in the top 200 markets increased?" Several industry players also indicated that the projected figures should not be considered definitive because they do not take into account the industry's many successful radio program syndicators.

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TNNR launches with 85 signed affiliates

Of those, 65 are receiving service, remainder to start in mid-December; network hopes to have 125 to 150 stations carrying it by next year

The Nashville Network Radio launched its 24-hour satellite-delivered country format last Monday (Dec. 5) with about 65 of its 85 signed affiliates receiving the service, said Robert Meyer, group radio manager, Opryland USA Inc., which is operating the system in conjunction with Group W Satellite Communications. The remaining affiliates were scheduled to begin receiving by mid-December, he said, when the specially designed equipment that is required to receive the service would be put into place at the stations.

"As we get someone signed up, it takes about 45 days to get the equipment and get it on line," said Meyer. The network's initial affiliate lineup has more than doubled the network's expectations, which originally aimed at about 35 stations, he said. After one year of operation, he said, the network hopes to have 125 to 150 affiliates. Despite the gains, the network has not yet won over many of the affiliates from the Music Country Radio Network, which was scheduled to cease operations in order to make way for the new network.

"Music Country Radio Network was much more traditional," said Meyer, adding that many of the affiliates from that network are probably taking a wait-and-see approach before deciding whether to sign on with TNNR. When TNNR was announced last September, Opryland said that it would cease its six-and-a-half-year-old Music Country Radio Network to make way for the new service. Opryland operated the former network jointly with the Associated Press Broadcast Services.

Despite the demise of the Music Country Radio Network, Opryland has maintained a relationship with AP. TNNR announced last week an agreement with AP that would provide the network with 5-minute hourly news packages on a regular basis. Present at the contract signing were Lloyd Werner,



TNNR host Wolfman Jack (r) with Ricky Skaggs and Dolly Parton

senior vice president, sales and marketing, Group W Satellite Communications, and Jim Williams, director, Associated Press Broadcast Services. The AP newscasts are to be plugged into what TNNR has described as a "personality-intensive music country format." Featured among the network's key regulars is long-time radio personality Wolfman Jack.

The Wolfman Jack Show airs on TNNR Monday-Friday, 10 p.m. to 1 a.m., ET. There are also two weekend editions of the country music show that air during the same time slot: *Saturday Night at the Radio with Wolfman Jack* and *Sunday Night at the Radio with Wolfman Jack*. Wolfman Jack and several other hosts on the new radio network are featured on The Nashville Network cable television service, which is also operated by Opryland and GWSC.

The TNNR lineup includes (all ET): *Yes-teryer with Bill Anderson*, Sunday, 2 p.m. to 6 p.m., hosted by the musician and star of TNN's country music trivia game show, *Fandango: The Nashville Record Review*, a top 40 countdown show, Saturday, 2 p.m. to 6 p.m., featuring Lorianne Crook and Charlie Chase, hosts of TNN's *Crook and Chase* and *This Week in Country Music*; *Audiobiography*, a series of in-depth interviews with country music stars, Saturday, 8 p.m. to 9 p.m., hosted by musician Biff Collie, and *The Music City Album Review*, Sunday, 8 p.m. to 9 p.m., also hosted by Collie.



Werner (l) and Williams

Filling out the TNNR schedule during the week are country music radio veterans Bill Berlin, Dan Christie, Jim Driver, Wade Jessen, Chris Taylor and Becky Wight. Also featured throughout the week are TNN VJ Shelley Mangrum and TNN feature reporters Walt Adams and Janet Tyson. Programming for the 6-8 p.m. slots on Saturdays and Sundays had not yet been decided when the network launched last week.

Most affiliates are opting to pick up the service around the clock, said Meyer, with some breaking, or planning to break away, during morning drive, sports events and other various slots. □

Worldwide tribute. National Public Radio, American Public Radio, noncommercial WFMT(FM) Chicago and the European Broadcasting Union will join forces on Jan. 16, 1989, to present the holiday special, *King: A Global Celebration*. The two-hour musical tribute to slain civil rights leader Martin Luther King Jr., scheduled to begin at 2:30 p.m., ET, will be transmitted live via satellite to more than 20 countries in Europe and the Soviet Union, as well as to noncommercial radio stations in the U.S., said NPR. The special will also link three live musical performances: The New England Conservatory Jazz Orchestra in Boston; the California Institute of the Arts' New CalArts 20th Century Players in Los Angeles and the Indiana University Opera Theater in Bloomington, Ind.

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Two views of British television reform

In the wake of a UK government white paper that last month proposed wide-ranging reforms of the country's broadcasting regulations, BROADCASTING spoke at length with two of British television's leading executives—David Plowright of Granada Television and Leslie Hill of Central Television.

Plowright and Hill share at least one thing in common—they speak for two of the largest independent commercial broadcasters in Great Britain. And it is the commercial sector that is widely expected to be most affected by the new laws. If instituted in current form, the 1990's would see the auctioning of regional commercial TV franchises to the highest bidder; the unleashing of commercial competition in the form of a new fifth terrestrial channel and a commercial Channel Four untethered from the Independent Television (ITV) regional companies; drastically changed ownership concentration and takeover rules, and the replacement of the Independent Broadcasting Authority, the body that currently regulates ITV, with a new agency (BROADCASTING, Nov. 14).

*But the two ITV chiefs are also studies in contrast, with views diverging in certain key areas, such as the role of public service programming on commercial TV and the workings of a market economy for TV. Plowright, chairman of Granada Television and a long-time programmer, is widely considered a giant of British television. Under his management, Granada, the longest-running commercial broadcaster in the UK, has contributed to world television such critical successes as *Brideshead Revisited* and *Jewel in the Crown*. Hill, by comparison, is a newcomer to the business, joining Central TV as managing director less than two years ago. A former record executive and accountant whose sometimes unorthodox views have raised a hackle or two, and who managed to draw Prime Minister Margaret Thatcher to a rare visit to an ITV company earlier this year, Hill's influence far outweighs his relative television inexperience. He heads, in Central, Britain's largest seven-day-a-week franchise area and now chairs the ITV Program Committee, an important policy-making body.*

DAVID PLOWRIGHT

Do you think public service programming can survive on independent commercial broadcasting in Britain under the proposed regulatory structure?

Plowright: I have my doubts about its survival under the terms of the white paper as currently expressed. What I do believe is that during the course of the next few months, the white paper is probably going to change and I wouldn't personally say that the broadcasting future currently envisaged by that white paper need necessarily be the one that we're faced with post-1992. There's a public debate to be had.

It is my own belief that the range and variety of the public service element of the British broadcasting system has actually been achieved because it's been required. They talk of a lighter touch for regulation. I have my doubts that you are going to achieve the other objective they talk about—that of maintaining and broadening choice, range and quality—without a regulated process insisting upon it.

The government would argue that the public service broadcasting element remains with the BBC and to some extent remains with Channel Four. Now, public service broadcasting requires very indulgent funding and Channel Four achieves it because of its connection with ITV. If it is separated from ITV, I have serious doubts that it can maintain that very distinctive program remit it has. I think as the BBC faces up to what might be very rampant commercial broadcasting on the other systems, the more the pressure on the BBC to maintain a decent share of audience by modifying their public service programs. I also think that to return a monopoly of public service broadcasting to the BBC is bad for them. Even the BBC would acknowledge that the introduction of a commercial broadcasting system in the United Kingdom, which was required to be a public service commercial system, was good for the BBC. It was certainly good for commercial television.

Aren't there some ITV heads who would welcome the chance to

LESLIE HILL

In your response to the white paper, we were struck by the phrase that you "welcomed" its publication. Are you stepping to your own drummer on this?

Hill: The reason for welcoming the publication is because it's been a long time coming and that's caused uncertainty and instability. There are a number of issues which we agree with our ITV colleagues that we don't like, but we've also taken the view that we would be positive. The business has to change.

As you read the white paper, one word that kept cropping up was "opportunities." There are opportunities there for broadcasters old and new. In that sense, I think you have to be prepared to adjust and adapt to that change and make the most of the opportunities in it. It is meant to be an enabling situation. The government is saying there's a marketplace; let the marketplace decide. Clearly broadcasting isn't like every other business, but looking at it from a purely business point of view they're right. To me, none of this is very surprising and isn't undesirable, provided the balance doesn't swing too far the other way.

What is Central's view, and the view of the ITV companies, to the extent they match, about the most important elements to spend the next year lobbying on?

Hill: I think that one thing that we all feel particularly strong about is competitive tendering. From a pure economic point of view there's a lot to be said for auctioning a scarce resource, but from a practical point of view, given the environment in which we'll be operating, it's nonsense. First of all is there are some people for whom television is such a glamorous matter that they may be prepared to pay a totally uneconomic price simply in order to own an important piece of the media. And I think that's wrong.

[Also] how do you make a sensible bid? In 1991, to bid for a license that operates from 1993 to the year 2002, given all those satellite channels and Channel Five, it's a pretty tough thing to

get out from under the public service programming requirements?

Plowright: Yes, you will find different views among different ITV companies. I would say, so far as we're concerned, we still believe that until the rules change, British broadcasting puts the interests of the viewer first. I think you will find that even the white paper starts by saying the tradition of British broadcasting of putting the viewer at the center of the debate continues to be their policy. There are some people who say the interests of the advertiser or the stimulus to the economy through using television as a means to sell goods is the best way of proceeding. I don't happen to share that view. I know some advertisers in the United Kingdom believe their turn has come, and that they will to some extent be getting more of the programs to meet their requirements. I think they would also claim that that doesn't mean necessarily that programs at the quality end won't find an audience. What I think myself is they won't find the funding to be made to the standard they've been made in the past.

What are the main concerns of the ITV companies?

Plowright: The principal concern that they will have, which I think will be pretty easy to get a unanimous view on among the present ITV companies, is that they'd be opposed to the process of tendering for an ITV contract. The white paper suggested two stages: a judgmental process to satisfy them of certain program performance requirements, after which the highest bidder takes the contract. We don't think that is the best way of insuring quality and choice because inevitably people pay more attention to profit performance than they do to program performance in circumstances where they may have had to bid very highly for a contract.

You will find unanimity among the ITV companies that they don't want Channel Four separated from ITV. That is for two good reasons, if you like, the financial reason being that a Channel Four in competition with us, on top of Channel Five and the various satellite services that are starting, would undermine the ITV companies' income to such an extent that it could be critical for some companies. There's the other argument that Channel Four cannot perform its program remit if it has to compete in the market with the other services.

make sure you get the price right. At the end of the day all you can do is make a guess and if you get the guess wrong, you could have inadequate funds to make programs.

It isn't just about competitive tender. There's going to be a levy [on annual revenue] as well as a competitive tender. In a sense, that almost feels like paying twice. We also all agree that we don't like the separation of Channel Four because that is disadvantageous to us and will destabilize the regional system, and it will put the Channel Four program remit in danger. Another is this question of cutting up the channel in a 24-hour clock for a separate nighttime franchise.

Where we begin to differ is I believe, in this new world of competition, the IBA and their hundreds of regulations will actually go. Some people feel we must continue to make the kind of programs we like to make, that we ought to make, that people ought to see. I take a more free market [view]. Why, for example, should we have to provide two hours of documentaries at peak time? It buggers up actually getting our audience and keeping our audience. Or we have to do 104 hours of adult education and we can't do the schedule on Sundays we would choose to. All that's now going and I think that's right.

It's been too easy for program-makers to make dull programs and get away with it. This competitive situation will mean that they've got to make exciting programs in order to draw an audience and it will probably lift performance, as competition always does, in some senses anyway.

There are two things that influence me. One is that ITV is simply separate public limited companies, and the job of a PLC normally speaking, is to maximize the earnings per share to shareholders. ITV hasn't been a business in the way in which one normally expects a business to be a business.

The other point is, if you're financed by advertising revenue, as we are almost totally, and you take money from [advertisers] that have to compete in the real commercial world and suffer fierce competition, I don't think one should be surprised that they bleat when the cost of air time goes up the way it has done, and they long to see ITV subjected to the same kind of competition that they have been. And basically the government has bought their argument.

France shows interest in Pan Am Sat

Proposes entering into consultation with U.S. for delivery of non-Intelsat video

The French government has surprised the U.S. and delighted Pan American Satellite with the announcement of a proposal to enter into consultation with the U.S., with a view to opening France to PAS's delivery of television signals. PAS, almost since receiving conditional authorization from the FCC to link the U.S. and Europe three years ago, has been seeking clearance to serve France, but without success.

France disclosed its proposal in a letter to the State Department's Bureau of International Communications and Information Policy. The letter proposed that the U.S. and France enter consultations next month under article XIV(d) of the Intelsat Agreement, which is designed to assure that proposed separate satellite systems would be technically compatible with the global organization and would not cause it undue economic harm. The aim would be to secure final approval at the Intelsat Extraordinary Assembly of Parties scheduled for mid-April 1989.

The letter noted that France had authorized the reception of signals delivered by the PAS satellite for special coverage of the American election. France had turned to PAS on short notice when it found itself in

need of additional capacity for election night coverage, and PAS secured special temporary authority from the FCC. Given that background, the letter said, "it would be useful to specify the conditions under which Pan Am Sat satellite could be used for subsequent television transmissions between the United States and France." The letter was signed by Jean Grenier, director of the industrial and international affairs section of France Telecom, which runs the operations side of the French telecommunications industry.

Henry Goldberg, PAS counsel, called the proposal "a major shift in policy" on the part of France. He noted that it involves only television signals and does not include data. Still, he said: "It's a beginning." France has been a major opponent within Intelsat of U.S. efforts to establish separate satellite systems which would compete with Intelsat. And PAS officials say the French government has blocked efforts to provide service to customers in France who want it. As a result, PAS has opposed—on the basis, it says, of reciprocity—every application by France's PTC Communications, an international common carrier, for FCC authority to provide service in the U.S.

For PAS, the implication of the apparent change in French attitude goes beyond the likelihood of service between the U.S. and France. PAS already provides service to

five European countries—the United Kingdom, West Germany, Sweden, Luxembourg and Ireland—as well as to countries in Latin America. Now, PAS believes there is reason to hope the remaining barriers, at least in Western Europe, will come down.

Goldberg believes the French change of heart regarding PAS may involve more than simply an interest in obtaining regular satellite service it found it needed on short notice at the time of the election. "They're concerned they are getting into a bad position regarding the U.S.," he said. He noted that under the new Trade Act, the U.S. will list countries regarded as poor partners in granting market access to American products. And France, he said, "was a candidate to go on the list."

France made a major effort last week to demonstrate it is reducing, not raising, barriers. The government and France Telecom sponsored a seminar designed to inform American policymakers of France's deregulatory policies. And a background paper on "commercial telecommunications opportunities in France" said that the telecommunications trade balance between the U.S. and France in 1987 "was more than \$100 million in the U.S.'s favor." Furthermore, it said, "France has been moving steadily in the direction of more competition and openness in the telecommunications sphere and will continue to do so." □

International media entrepreneur **Robert Maxwell** has retained Tampa, Fla.-based **Communications Equity Associations** to sell his British cable systems. The operation, British Cable Services, is the oldest and largest cable operator in the UK, and is made up largely of older, twisted-pair cable relay systems and upgraded relay systems, along with two broadband franchises, covering a total of 56,000 basic subscribers and 231,000 bulk subscribers, although with limited channel capacity. According to Maxwell, the systems generate approximately \$17 million in annual revenue and may be sold either as a group or on a system-by-system or regional basis. One potential buyer could be United Cable, which last week confirmed that its growing involvement in UK cable franchises—of mostly the newer, broadband variety—has already included talks with Maxwell on several of his systems.

Canal Plus, France's terrestrial pay-TV service, has withdrawn plans to launch a new pay family channel on the French satellite TDF-1, following government refusal to allow for simultaneous terrestrial transmission of the service during the French home dish industry's infancy. The decision is the latest in a long series of program-related reversals to the government-funded satellite, which launched more than a month ago and still only has one channel commitment, a French-German dual language cultural channel, La Sept (BROADCASTING, Oct. 31). Canal Plus has kept on the table proposals for two other channels, a satellite version of its existing service that would extend its audience reach beyond the current 88% of French TV homes, and a new German-language pay movie service. A family channel has also reemerged, with Canal Plus as a minority shareholder, in a proposal by French financial group Caisse des Depots and French publisher CEB. German DBS radio services are also being proposed for the satellite.

Pepsi-Cola International and **Philips International** will co-sponsor the 1989 World Music Video Awards, a two-hour live satellite telecast scheduled for next April 14. The show will originate from London, New York, Toronto, Munich, Rome, Madrid and other cities, and is expected to air in 50 countries. Fox Broadcasting will carry the show in the U.S., with other broadcasters including Tele 5 in Germany, Video Music and RAI in Italy and RTVE in Spain. The program is to be produced by London's Parallel Media Group and Sky Television and MuchMusic-Musique Plus of Canada.

Cities to press for cable reform

NLC votes to support telco entry and work on changing 1984 Cable Act

Relations between the cities and cable appear to be at an all-time low following last week's decision by the National League of Cities to back telephone company entry into the cable business and seek major legislative reforms to reregulate the medium. The league's action is equally significant in that it signals the formation of a formidable alliance between the cities and the phone industry.

NLC also hopes to enact legislation in the next Congress that would restore municipal authority to establish cable rates and give cities greater control over franchise renewals and transfers (BROADCASTING, Nov. 28). Among other objectives, NLC wants to limit the number of cable systems an operator can own and restrict the FCC's jurisdiction over cable, and thereby, its ability to preempt local regulation.

The NLC unanimously adopted this new policy initiative at its annual Congress of Cities meeting in Boston Dec. 3-7, despite earlier efforts by cable executives and their lobbyists to discourage the organization from endorsing telco entry (BROADCASTING, Dec. 5).

However, the NLC's newly elected president, Phoenix Mayor Terry Goddard (who met with a cable emissary prior to the meeting), told BROADCASTING he does not think the issue is dead. "We have not seen the last" of the debate over whether telco entry would enable phone companies to "overwhelm" the industry, he said.

And despite assurances from the telephone industry that it intends to cooperate with the cities in crafting a new legislative policy, Goddard said he is still skeptical about their proposed entry. "It is not necessarily an aid to competition to bring the biggest kid on the block in to join your group," he said, comparing telcos to an "800-pound gorilla. Once he is in the door, how do you get him out?"

Are the NLC's cable proposals high on its 1989 Capitol Hill agenda? "They are certainly something we are concerned about," but they do not rank up there with the league's concerns about the federal deficit, said Goddard.

Other city officials like Goddard apparently had doubts about the matter. They were worried that cities might lose their franchising authority if telcos enter the field. And, at one point a "spirited debate" arose before the NLC's resolutions committee over the telephone proposal. John Nickle, the mayor of Lovell, Wyo., who also operates the cable system there, for example, raised questions about the economic strength of the phone industry, but did not

vote against the proposal.

The NLC's policy committee, which handled the issue first, also discussed telco entry. Still, any serious opposition failed to materialize when it came to final passage.

Tucson, Ariz., Mayor Tom Volgy, the chief architect of the new cable reregulation policy, called the telco issue "our only meaningful leverage. We're either going to be players" in future cable legislation, or not, said Volgy, who chairs the NLC's transportation and communications steering committee. He said that "if we drop" the invitation to telcos to compete for cable franchises, "we'll lose our credibility with consumers and with Congress."

At the four-day Boston meeting, Volgy praised the United States Telephone Association for its "willingness to live with the ground rules we have sought to establish." He said telcos have been living with, and feel comfortable in, a regulatory environment—unlike the cable industry, which he characterized as "ignoring our begging."

He cited a letter he received from USTA President John Sodolski, dated Dec. 1, which committed the phone industry to filing FCC comments suggesting that telcos providing cable TV services should meet the same governmental requirements and fees as cable systems. The letter was considered instrumental in assuaging the local regulators' fears, and crucial in sealing the vote on telco entry.

The FCC is seeking comments on its tentative conclusions that it should recommend to Congress that it lift the cross-ownership ban in the Cable Communications Policy Act of 1984, which prevents telephone companies from providing cable services in their service areas. It is also considering loosening its own regulatory restrictions on crossownership.

USTA promised that its filing will agree to safeguards aimed at curbing any common-carrier discrimination against cable operators.

Sodolski's letter also underscores the fact that the present regulatory and legislative barriers against telephone entry allow incumbent operators to "take their franchise obligations to the consumer casually, and avoid the spur of competition that could bring new and innovative services."

The steering committee's proposals for reforming the four-year-old Cable Act (BROADCASTING Nov. 28, Dec. 5) were tightened in discussions before its parent policy committee and then passed both the NLC's 70-member resolutions committee, which Goddard chaired, and its 1,698 voting delegates.

Volgy said cable laws must be changed and telephone companies liberated because "cities can no longer afford to be in a world

where there is neither regulation nor competition. There needs to be one or both."

Los Angeles city council member John Ferraro wanted further study of the telco issue, calling the recommendations premature. This drew Volgy's comment that the NLC needs to raise the issue now to maintain credibility and leverage. The Los Angeles City council earlier had turned down the telco-into-cable provision because it might jeopardize the city's standing in its lawsuit against Preferred Cable.

Volgy and his committee approved Ferraro's proposal that the NLC participate as a "friend of the court" in important cases in which cable operators challenge government regulation on First Amendment grounds. Volgy called "the public's First Amendment rights at least as important as the cable industry's First Amendment rights."

A few NLC members questioned the steering committee's proposal for low-cost "life-line services" for low-income consumers. The majority seemed to agree with Tom Cohan, director of Boston's office of cable communications that "access to information and entertainment should be available to all" because "we should not have an information have/information have-not dichotomy in our society in the future," said Cohan. That section was modified so that it would be up to the individual franchising authority to determine whether cable was a necessary service.

The steering committee rewrote its description of cable as having "monopoly characteristics" to being a "natural monopoly." It similarly strengthened a provision that would grant cities new authority to

disapprove cable "transfers and other changes in control." And the provision which precluded telcos from buying existing cable systems was revised to enable franchise authorities to grant waivers if needed.

The NLC's new policy also calls for reimposition of the fairness doctrine and must-carry requirements. □

Koop workshop on drunk driving to be held despite protest of NAB, others

The surgeon general's office is holding a workshop on drunk driving this week (Dec. 14-16) in Washington over the protests of the National Association of Broadcasters, the National Commission Against Drunk Driving, advertising interests and the alcoholic beverage industry. A spokesman for the surgeon general's office said the workshop was "still on," despite letters from the NAB and the others calling for a postponement.

The industry groups say the workshop is one-sided and have vigorously complained that its proposed advertising and marketing panel is dominated by those opposing beer and wine ads. NAB and the NCADD have refused to participate ("In Brief," Nov. 21, Dec. 5). "This imbalance leads us to conclude that the entire workshop may have an agreed-upon agenda and preordained results," wrote NAB President Eddie Fritts to

Surgeon General C. Everett Koop.

Moreover, the workshop will be closed to the public and press, something to which the NAB is also objecting. And because each panel is expected to make specific recommendations, the NAB fears it may trigger a legislative initiative to ban alcohol advertising.

The spokesman from Koop's office said people "from all walks of life" were invited to participate in the workshop. The alcohol industry, however, says it has been excluded.

"I want to strongly object to the exclusion of all sectors of the alcohol beverage industry from the drunk driving workshop," Ronald R. Rumbaugh, president of National Beer Wholesalers Association, wrote to Koop last week. Rumbaugh also stated his concerns in a letter to Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and other Commerce members. The Beer Institute also charged that the workshop is designed to "reflect only the views of the anti-alcohol beverage lobby."

According to the NAB, the Ad Council was "belatedly" asked to participate and declined "because of concern over the panel composition." The Association of National Advertisers and the American Association of Advertising Agencies also conveyed to Koop their dissatisfaction over the turn of events.

NAB has been spearheading the effort to convince the surgeon general's office to reschedule the conference until after the NCADD completes its 16-month study of drunk driving, funded by the Department of Transportation. □

Satellite Footprints

Lose some, win some. The FCC last Monday denied Pan American Satellite's motion requesting initiation of an expedited notice and comment proceeding to allow interested parties to participate in the development of the U.S. position on Intelsat Planned Domestic Service pricing methodology for the December 1987 Intelsat board of governors meeting. Existing procedures, said FCC, provide "ample opportunity to comment on matters coming before the board."

PAS, however, provided its first U.S. to United Kingdom transmission in the form a live J.C. Penney teleconference originating in Dallas and downlinked at the Business Television Corp. in London. □

SBCA moves. The Satellite Broadcasting and Communications Association board of directors last week approved a \$4-million anti-signal theft program budget, authorized hiring a full-time executive director and staff for its Anti-Piracy Task Force and approved a move of SBCA to larger Alexandria, Va., headquarters.

The board also appointed committee chairmen: Primetime 24's Todd Hardy, legislative; SuperStar Connection's Jack Riley, public affairs; Comsat's Ed Reinhart, technical and Signal Sources, information and education. □

In-orbit classroom goes rural. Plan to test delivery of educational programming to rural high schools via satellite, beginning next month, are being finalized this month. South Carolina Educational Television, lead member of the 18-state Satellite Educational Resources Consortium, has chosen four rural schools to participate in the pilot program.

Using a \$5.6 million U.S. Department of Education grant, SERC participants, including Kentucky Educational Television and the

New Jersey Network, hope to follow the spring tests with a full-scale effort next fall, serving "traditionally underserved high schools with scarce resources," said SCTV. The grant, said SERC, "will aid in the purchase of uplinks in several states; satellite time and uplinking services; receive equipment for schools; production of live, interactive instructional courses; classroom units (TV's, VCR's, etc.); interactive technology research and development, and program evaluation." □

All-time satellite news stories. News reports on the 1962 Cuban missile crisis and coverage of the 1961 Berlin Wall crisis topped the list of "news stories that have told Americans the most about foreign cultures and people in the history of satellite broadcast transmission," according to broadcast journalists and professors polled by Southern Illinois University-Carbondale.

Chosen from the Associated Press's annual top 10 story list of 1960-1986, the other top 10 stories, in order, were: 3) President Nixon's 1972 visit to China, 4) the 1986 Chernobyl nuclear accident, 5) the 1979 Camp David Accord, 6) coverage of apartheid in South Africa in 1985, 7) Ferdinand Marcos's 1986 ouster in the Philippines, tied with the 1979 Iranian revolution and hostage crisis, 8) the 1984 Ethiopian famine, 9) the 1973 energy crisis and 10) the 1983 terrorist bombing deaths of U.S. Marines in Beirut. □

Trade show time trade. The Satellite Broadcasting and Communications Association and trade show organizer, STTI, has managed on relatively short notice to move its summer-fall trade show from next September to Aug. 3, 4 and 5 at the Opryland hotel in Nashville. "Because of the heavy fall selling season, dealers told us they needed a summer show date in order to see and buy their supplies," said SBCA President Chuck Hewitt.

Buyers say unrealistic seller expectations are stagnating station trading

Verdict out as to how, if at all, market will change; slow growth of national spot sales, higher interest rates compound problem

Buyers in the TV station market say that unrealistic prices set by sellers and other factors are stagnating the station trading market. In addition to lower growth rates for stations and higher interest rates for buyers, the sheer number of stations on the market should be pushing station prices downward, they said.

But these potential buyers had differing opinions as to when or whether the market would change. One said that lower prices for stations in big deals would inaugurate a new cycle of station purchases. Meanwhile, another buyer made the prediction that the independent market would improve only if certain stations went out of business.

"Seller expectation is too high," said Paul Hughes, president of King World Productions' broadcast division, which last week purchased WIVB-TV Buffalo, in King World's effort to build a station group (BROADCASTING, June 27). Hughes, who said he has probably looked at more than 50 network affiliates since March, said that some sellers are basing their expectations on past station prices and past cash flow multiples. These figures, he said, were not "in concert" with current conditions. (Cash flow is usually defined as operating income with depreciation and amortization expenses and other noncash items added back. Stations are often valued in terms of a certain multiple of annual cash flow.)

"A lot of sellers aren't making the numbers they thought they would be making," said Thomas Cookerly, president of the broadcast division of Allbritton Communications. Yet, he said, sellers still have unrealistic expectations as to what their properties are worth.

The rate of growth of national spot advertising sales is currently slower than it was three to four years ago, Hughes said. "That has a substantial effect on the value of a station," he said.

Compounding the problem for sellers, Hughes said, was the number of stations for sale. "That's a most unusual condition," he said. "That changes the marketplace."

Higher interest rates and the belief that rates will rise further is also contributing to buyers' unwillingness to pay multiples that sellers expect. "That was true a few years ago when interest rates went up to 18%," said I. Martin Pompadur, chief executive officer of Television Station Partners, adding: "The market stopped dead in its tracks." The limited partnership, which is selling four affiliate stations, is a potential

buyer of stations, Pompadur said.

The "glut" of stations on the market occurs every four years, according to Robert Price, president of Price Communications. The slow station market is a standoff between cautious buyers and intransigent sellers. "Buyers *should* be more cautious," he said, because interest rates are rising and will go higher over the next year or two. Affiliate sellers, he said, were expecting prices of 12 to 14 times either trailing or projected cash flow, while buyers were looking in the range of 10 to 11 times trailing cash flow. Buyers are being encouraged to keep offers low, he said, from continual reports in the media of the station glut. "Buyers are being told, 'Wait, it's going to be cheaper,'" he said.

To stop the impasse in the station market, "some sales will have to take place at a new [cash] multiple level," Pompadur said. "A couple of deals will get done," he said, which will indicate to the market a new level of cash flow multiples. Although wary of generalizing, Pompadur estimated that the new level would be in the area of 10.5 to 12 times annual cash flow.

Cookerly, who said that Allbritton Communications was looking at stations "on a selective basis," said he got the sense that, depending on the market, sellers of affiliate stations were seeking about 12 to 14 times trailing cash flow, while buyers were willing to pay a price closer to 10 to 12 times cash flow. What will change the market, he said, is sellers willing to lower their expectations.

But Price said he does not think that

sellers would lower their multiples. If none of his current bids for stations are accepted by later this winter, he said, the company will raise its bids. "We have \$75 million of cash in the bank waiting to make an acquisition," he said.

"When multiples of affiliates come down, more deals will be consummated," said Michael Finkelstein, president of New York-based Renaissance Communications. Renaissance has been the vehicle for management leveraged buyouts of WTXN(TV) Waterbury, Conn., and WDZL(TV) Miami, and it bought WPGH(TV) Pittsburgh from Lorimar Telepictures in October. The outlook is rougher for independent stations, he said, because the market "hasn't rationalized." Too many independent stations are on the air, he said, and they are paying too much for programming.

In determining a station's value, Finkelstein said, the question that one must decide about the property's cash flow is: "How certain and how steady is it?" Many independents, he said, will never have steady cash flows. If those stations are shut down, he said, the surviving independent or independents in the market will become healthier, and independent prices will rise. As locations of this process, he cited consolidation in the Oklahoma City, Richmond, and Cleveland markets.

Referring to the current television station marketplace, Hughes said: "I have no idea how long these sets of circumstances will stay in place.... Everybody walking around in the business has his own set of speculations." □

'TV Guide' ending trade deals

Magazine will no longer use reciprocal agreements with television stations; will cause many outlets to refigure promotion allocations

Television station promotion personnel were caught by surprise last week as they received letters from *TV Guide* saying that the magazine was dropping its longstanding practice of reciprocal trade agreements.

About 500 stations who trade advertising time for advertising space in *TV Guide* will be affected, according to the magazine's new president, Joseph Cece. Roughly half of those stations advertise in the magazine solely through barter arrangements, he said, while the balance of the stations affected have obtained advertising through both cash and barter arrangements.

Cece said "the vast majority" of the

agreements, which either party had the right to terminate with 30 days' notice, will expire at the end of the year, with the balance phased out early next year.

The magazine's decision surprised promotion personnel accustomed to the traditional renewal of their agreement. The letter notifying WJW-TV Cleveland of *TV Guide's* decision "came from out of nowhere," said Joanne Stern, director of creative services for the station. "It's going to affect the way we budget for next year," she said. "Unfortunately, a lot of our planning has already been done."

Cece said the arrangement with the stations "wasn't doing for us what it had been meant to do, which was promote single-copy sales of the magazine." The barter was problematical for *TV Guide*, he said, because its TV advertising was preemptible, evenly spread out in the year rather

than concentrated in certain time periods, and falling short of its ratings goals. Cece said, for example, that in the first quarter of 1989, the magazine was budgeting \$10 million to achieve from 250 to 300 gross ratings points (GRP's). In the past, he said, the magazine's advertising was achieving GRP's of 100 or less. According to one *TV Guide* employee, the magazine has engaged in barter agreements for more than 35 years.

Although Cece said he thought the decision was in the best interest of both the stations and the magazine, no stations contacted by BROADCASTING said they had been unhappy with the arrangement. "It's been a big benefit for this station," said Kerry Richards, director of advertising and promotion for WBAL-TV Baltimore. He said the station's trade agreement, amounting to one full-page ad per week in the local edition, amounted to \$100,000-worth of advertising annually. The station only occa-

sionally spent cash for advertising in the magazine, he said. Richards said he would want to include *TV Guide* in the station's advertising mix, however, "I think I'll have to re-evaluate our budget to see how and if we can do that."

The barter agreement made advertising in *TV Guide* as automatic as breathing, according to Paul Bissonette, vice president, creative services for WPIX(TV) New York. Because of the magazine's move, he will be "much more selective" about his promotional budget. "We will be looking at expenditures with a fresh eye," he said, with possible increases in radio and Sunday newspaper supplement advertising. Bissonette said that the station bartered for about a page's worth of advertising per week, in addition to its advertising purchases in the magazine.

News Corp., headed by Rupert Murdoch, recently closed its purchase of Triangle Publications, publisher of *TV Guide*. □

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
dick clark productions	First	\$4,929	-35	\$435	363	\$0.05
Jones Intercable Investors	Third	\$6,902	17	(\$3,276)	NM	(\$0.39)

dick clark productions said its increase in profit despite its revenue decline was due to start of new network series, recognition of revenue from completion of feature film, sale of television and production of television specials. ■ **Jones Intercable Investors** said its revenue gains were due to added subscribers and basic rate hikes implemented earlier this year. Its operating loss of \$2.4 million, compared to operating loss of \$2.5 million in third-quarter 1987, was primarily due to depreciation and amortization expense of \$5.3 million for quarter, company said. □

Minneapolis opportunity. Suburban Cablevision LP, affiliated with Hauser Communications, is selling its 44,000-subscriber system in northwest suburbs of Minneapolis. System passes 98,000 homes, is 100% addressable and is served by single headend, according to seller. Asking price is believed to be around \$140 million. Property is being sold through Salomon Brothers and Waller Capital Corp. Hauser operates, through affiliates, other cable systems serving additional 180,000 subscribers. Minneapolis system joins another midwest system on block, Cablevision Systems Corp.'s Kalamazoo, Mich., system serving more than 33,000 subscribers. □

No restructuring. Brookhurst Partners LP, backing off from its attempt to restructure Zenith Electronics Corp.'s board of directors, said it terminated its consent solicitation Dec. 2, two days before final due date for shareholder consents. Brookhurst, holder of 6.1% of Zenith stock, apparently did not get support for its attempt to take control of company: in release, Brookhurst principal Herbert B. Abelow said: "The continuing efforts of Zenith's management and board have persuaded the company's shareholders that Zenith is pursuing programs that will maximize shareholder value." Zenith and Brookhurst agreed to drop all litigation between them related to consent solicitation. Zenith spokesman said no money changed hands between parties as part of lawsuits' termination. □

Olympic increase. Led by advertising on summer Olympics, network television sports advertising for third quarter amounted to \$789.4 million, according to Television Bureau of Advertising's compilation of Broadcast Advertisers Reports. Figure is up 192.4% from third quarter of 1987. Reflecting effect of winter and summer Olympics, sports accounted for 27.3% of network advertising in first nine months of 1988, up from 15% for same time period in 1987. Ranked first among network sports advertisers for January-September 1988 was General Motors, with advertising expenditure of \$136.7 million, up 145.1% from first three quarters of 1987. □

Recapitalization. TVX Broadcast Group completed its \$340 million recapitalization Nov. 18, executing plan approved at its shareholder meeting in October. Company raised money via preferred stock issued to major creditor Salomon Brothers Holding Co., \$90 million of two-year notes secured by sale of certain stations, and \$110 million in bank credit facility led by Citibank, N.A. Most of money raised went toward repayment of \$271 million owed Salomon and retirement of \$52 million of convertible preferred stock already held by Salomon.

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Summit gets WRKS-FM for \$50 million

Sale of RKO New York outlet is among highest prices for stand-alone FM

RKO and Summit Communications Group have reached a settlement with competing applicants for RKO's WRKS-FM New York that will bring the city's leading urban contemporary station to Summit for \$50 million.

The deal, in the works since last August, comes on the heels of a long-expected settlement of The Walt Disney Co.'s \$320 million purchase of RKO's KHJ-TV Los Angeles.

Of the \$50 million sale price for WRKS-FM, RKO will receive approximately \$32.5 million, and five competing applicants will be paid approximately \$17.5 million, pending FCC approval. The applicants are S/G Communications, Cozzin Communications, South Jersey Radio, People Broadcasting and Magna Media Corp. No closing date has been scheduled for the transaction. For KHJ-TV, RKO will receive approximately \$217 million, and the competing applicant, Fidelity Television Inc., will receive ap-

proximately \$103 million. Several of RKO's other properties have been sold with similar payments to competing applicants.

The purchase is Summit's first since it bought DKM Broadcasting last year (BROADCASTING, Sept. 21, 1987) for \$200 million, but executives at the company had no comment about the transaction. The company is also buying a cable system in Winder, Ga. (see "Changing Hands," page 67).

The group broadcaster has had success with the urban contemporary format in other markets. It carries the urban format on two stations, WVEE(FM) Atlanta and WXYV(FM) Baltimore. This week, Summit's KMEZ-FM Dallas will change its format to urban contemporary, a representative said. WRKS-FM had a 4.2 12-plus metro share in the summer 1988 Arbitron book.

Summit is principally owned by trusts for the Gordon Gray family (Summit Chairman C. Boyden Gray, Gordon Gray's son, will be entering the White House next month as chief counsel ["Closed Circuit," Dec. 5]). It owns WAOK(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; WAKR-

(AM)-WONE-FM Akron and WONE(AM)-WTUE(FM) Dayton, both Ohio; KMEZ-AM-FM Dallas; KLZ(AM)-KAZY(FM) Denver; KFOR(AM)-KFRX(FM) Lincoln, Neb., and KWTQ-AM-FM Springfield, Mo. It also owns cable systems serving 128,000 homes in Atlanta and Lexington, Thomasville and Winston-Salem, all North Carolina.

Transfer of four of the remaining RKO stations has been approved. The sale of WHBQ(AM) Memphis to Dr. George Flinn Jr. for \$750,000 has been completed. WGMS(AM) Bethesda, Md., and WGMS-FM Washington have been sold to Classic Acquisition Partnership for \$33,885,000. And transfer of WRKO(AM)-WROR(FM) Boston to Atlantic Ventures of Boston LP for \$28,323,750 has been approved, but the deal has not been completed.

Still in the negotiation stage are transfers of WOR(AM) New York to Buckley Broadcasting for approximately \$24 million; KRTH-AM-FM Los Angeles to Beasley Broadcast Group for approximately \$86 million (BROADCASTING, Aug. 29); KFRG(AM) San Francisco to Daytona Group for \$8 million ("Closed Circuit," May 2), and WAXY-FM Fort Lauderdale, Fla., to Evergreen Media Corp. for \$24 million ("In Brief," Oct. 3). WFYR-FM Chicago and WHBQ-TV Memphis are also on the block.

Although the \$50 million price tag puts it among the highest for a stand-alone FM (trailing the \$56 million sale of KIQQ-FM Los Angeles ["Changing Hands," Nov. 7]), a number of FM's have been sold for higher prices as part of group transactions.

Brokers concurred in rating the sale of WRKS-FM "a very good buy for Summit." They generally agreed prices for any established FM in a top market would start at \$50 million. □

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KLOA(AM)-KFIO-FM Ridgecrest, Calif. □ Sold by KLOA Radio to Roy William Mayhugh for \$552,500. **Seller** is owned by John J. and Eleanor B. Quigley, and has no other broadcast interests. It purchased KLOA in 1975 for \$150,000. **Buyer** has no other broadcast interests. KLOA operates fulltime 1240 khz with 250 w-U, and KFIO is on 104.9 mhz with 750 w and antenna 1 foot above average terrain.

KBSR-AM-FM Hardin, Mont. □ Sold by Radiovision Partners LP to Greater Billings Radio Broadcasting Co. for \$550,000. **Seller** is headed by Anthony Gazzana and has no other broadcast interests. **Buyer** is principally owned by Andrew M. Golding, 50%; George J. Beaudet, 20%, and David S. Kelly, 15%. Beaudet is general manager of stations. KBSR is on 1230 khz fulltime with 1 kw; KBSR-FM operates on 95.5 mhz with 1 kw and antenna 545 feet above average terrain.

WTGE(AM) Baton Rouge □ Sold by Vetter Communications Co. to Church Point Ministries Inc. for \$450,000. **Seller** is Baton Rouge-based group of one TV, one AM and one FM, headed by Cyril E. Vetter. **Buyer** is nonprofit corporation headed by Rev. Dwight Pate. It has no other broadcast interests. WTGE is on 910 khz with 1 kw fulltime.

WHIM(AM) East Providence, R.I. □ Sold by East Providence Broadcasting Inc. to Bear Broadcasting Co. for \$700,000. **Seller** is subsidiary of The Lowe Group of Companies, Boston-based group owned by Philip M. Lowe. It purchased station in 1980 for \$900,000. It also owns WCOU(AM)-WAYU(FM) Lewiston, Me., and WCNL-AM-FM Newport, N.H. **Buyer** is owned by Natale L. Urso. It also owns WZXL(AM) Wildwood, N.J. WHIM operates on 1110 khz with 5 kw-D and 250 w-N.

CABLE

Systems serving Dallas-Fort Worth □ Sold by Skylink America Inc. to Telecom Cable. **Seller** is publicly traded company; this sale represents last cable holding. It operates SMATV system in New Orleans which is being sold to Cox Cable. **Buyer** is New Jersey-based MSO headed by Dave Boston. System serves 5,150 subscribers. **Broker:** National Satellite Equity Associates.

System serving city of Roxboro and Person County, N.C. □ Sold by Roxboro Cablevision to Roxboro Cablevision Associates LP. **Seller** is principally owned by H. Wharton Winstead Jr. and has no other cable holdings. **Buyer** is affiliated company of Helicon Group Ltd., Englewood Cliffs, N.J.-based MSO principally owned by Theodore Baum. It serves approximately 48,000 subscribers in three states. System serves 3,400 subscribers. **Broker:** Waller Capital Corp.

System serving city of Winder and Barrow County, Ga. □ Sold by OCB Cablevision to Summit Cable Inc. **Seller** is principally owned by Lawrence R. Walz, and also owns systems in Oconee and Clarke Counties, both Georgia. **Buyer** is division of Summit Communications Group Inc., Atlanta-based MSO and group owner principally owned by trusts for Gordon Gray family. It serves more than 130,000 subscribers in North Carolina and Georgia. It also owns eight AM's and eight FM's. It is purchasing WRKS-FM New York (see story, page 66). System serves 2,100 subscribers with 3,300 homes passed. **Broker:** Waller Capital Corp.

System serving Southeastern Missouri. □ Sold by Sisson Video Communications Inc. to Douglas Communications Mid-South L.P. **Buyer** is owned by Douglas Cable Communications Inc., Ridgewood, N.J.-based MSO headed by Doug Dittrick serving approximately 42,000 subscribers in 38 states. System serves approximately 509 subscribers

Home video front. In one of quickest home video releases after an original broadcast, ABC's *War and Remembrance* is now available in retail outlets, in a 14 1/2-hour commercial-free package with a suggested price of \$139.95. ABC licensed the home video distribution rights to MPI Home Video, Oak Forest, Ill. ABC also participated in a joint promotional campaign with Sony Videotape, urging viewers to tape the series at home.

with 970 homes passed. **Broker:** Hardesty, Puckett & Co.

For other proposed and approved sales see "For the Record" page 76.



Swap. Viacom Broadcasting Inc. finalized the exchange of WRVR-AM-FM Memphis for Keymarket Communications' WLTJ(FM) Detroit. The par value of the exchange was put at around \$30 million. Pictured above are (l to r): Kerby E. Confer, president, Keymarket; Richard Foreman, president, Richard Foreman & Associates, broker for the deal, and William Figenshu, president, Viacom Radio

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RTNDA and the state of electronic journalism



ABC News's Greenfield says low level of presidential campaign and growth of 'trash TV' reflects 'lack of effective gatekeeping'

ABC News political analyst Jeff Greenfield did not use Pogo's line—"We have met the enemy and he is us"—but he might have. The subject of his Radio-Television News Directors Association luncheon address was the link between two phenomena currently being deplored in establishment circles—the low level of the presidential campaign and the growth of the "trash TV" of what he called "the electronic barbarians." His argument, he said, can be simply stated: "We have sown the wind...and we are now reaping the whirlwind." How does the broadcast establishment respond? His remedy was, in effect: Be different; be good.

Greenfield, whose speech was widely regarded as one of the high points of the RTNDA's 43rd annual international conference and exhibition in Las Vegas (BROADCASTING, Dec. 5), noted that both the political campaign and the explosion of trash TV "are about the debasement of the public discourse" and the "coarsening of our public life." But, he said, they also reflect "a lack of effective gatekeeping, a lack of effective sanctions, for which the medium of TV, and TV news in particular, bears a significant responsibility." At bottom, he said, quoting a University of Virginia ethics professor, both developments grow out of "the way we have defined the primacy of the market in our democratic institutions." In other words, "this is good because it is what people want."

Time was, Greenfield said, when networks, out of a sense of responsibility—and perhaps the knowledge that the FCC was looking over their shoulder—routinely devoted an hour of prime time political coverage during a presidential campaign. But, in "the competitive world of network TV, with shrinking market shares," he said, the networks abandoned the hour of prime time coverage and decided that one minute and 45 seconds was sufficient for each candidate, with the average length of time for a candidate's remarks limited to between nine and 14 seconds. The politicians, he added, "saw what we were doing, and they beat us at our own game of truncated, simplistic, shallow debate."

Greenfield quoted Roger Ailes, George Bush's media adviser, as saying that the media cares about four things—polls, pictures, mistakes and attacks. "Trying to get anything else across in free media," Ailes had said, "is damn near impossible and useless and not worth the effort."

And while others in journalism say that it is the candidates who set the tone of the campaign, Greenfield said, yes, the candidates and their handlers set "the cheap, petty, contentless tone of the campaign." He added: "But in shaping the barren terrain on which this campaign was fought, we cannot escape a share of the accountability."

One answer to the link Greenfield saw between the campaign and trash TV was provided by the University of Virginia's William Lee Miller, when he compared the thinking of campaign strategists to "the way a TV executive can justify the schlock



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he puts out: "Look how many people watch it." Greenfield noted that veteran talk show host Phil Donahue, the tone of whose show is beginning to resemble the inimitable Geraldo Rivera's, has said, "The public is our arbiter. If we go too far, the public will tell us by turning us off."

But the question, Greenfield said, is: "In this brave new world, who is the gatekeeper? Who brings a tradition and a set of values to bear on the purveyors of this fare?" The answer, he said, is that "there is no gatekeeper."

Greenfield noted that he has read—with a sense of wonder—of news directors expressing concern that trash TV is "blurring the line" between journalism and entertainment. And a number of news directors expressed that concern at the conference. But he said it is TV news that has "blurred, smeared, shredded, pureed, sliced, diced, and eradicated" that line for almost 20 years. It is well known, he said, that "the sales and management crowd took over journalism—yes, particularly at the local level—because they saw it, correctly enough, as a major profit center." So local news, he said, focused on stories like Sean Penn's divorce. And as the journalistic community bends to the pressures of the marketplace, Greenfield said, "this new generation is pounding at the gates, saying, 'We'll really show you how to give the public what it wants.'"

That is the bad news. The good news, Greenfield said, is that "since we cannot possibly compete with these electronic barbarians, we now have no choice. We must, of market-driven necessity, go back to the shared community traditions of good journalism.... You cannot take into your workplace standards you would never permit in your home or your kid's school, not just because you're better, but because the barbarians will do it better."

As models of "what sells along the other road," Greenfield cited CBS News's Charles Kuralt's *On the Road* pieces and ABC News's *Nightline*, on which he appears. Both are attractive properties and both make money, he said. And he expressed confidence that stations can find the talent to emulate them.

He also said there is an audience. For, he said, there is "a hunger for more appealing and nourishing fare; fare that can enrich and compel attention." Then he said: "We can do the job we went into this business to do, because now it is the only choice we have."

News directors prepare to fight Congress's efforts to make fairness doctrine law

RTNDA is preparing for a major legislative battle in the new Congress over efforts to resurrect the fairness doctrine. RTNDA expects legislation to be introduced in both houses to codify into law the doctrine that the FCC has repealed. And if Congress passes the measure, RTNDA's strategy envisages a veto by the new President, George Bush, and a major battle by the media to help sustain it.

Ernie Schultz, who on the Sunday fol-



Bier



Priddy

New faces at RTNDA. Tom Bier (l), news director of WISC-TV Madison, Wis., is the new chairman-elect of the Radio-Television News Directors Association. He was chosen over Rob Sunde, news director of ABC Information Network, New York, by a vote of 132 to 110, at the association's 43rd annual International Conference and Exhibition in Las Vegas (BROADCASTING, Dec. 5). Bier succeeded Bob Priddy (r), director, news division, Missouri Network, who assumed the role of chairman.

In a contest for two vacancies for at-large seats on the RTNDA board, David Lampel, WBLS(AM)-WLIB(FM) New York and Michael Freedman, UPI Radio, Washington, were selected from a six-candidate field. Lampel, a long-time, at-large member, was reelected with 104 votes. Freedman received 87.

Figures released at the conference show that RTNDA's total membership has increased, from 2,856 to 3,205. The number of active members is also up, from 1,226 to 1,269. But attendance at the conference was down, from 1,526 to 1,481. The number of exhibitors, 143, was also down, about 15%, from what it had been last year in Orlando, Fla., according to Eddie Barker, who manages the exhibit floor. The 53,000 square feet they occupied was also down from the 58,500 square feet that was rented to exhibitors last year. However, Barker said the advance sales for the conference in Kansas City next year "went well."

lowing the conference announced his intention to resign as president of RTNDA, outlined the battle plan in addressing a general session at the conference. That effort is one of two major items on RTNDA's agenda for the new year. The other, which Schultz also discussed in his speech, is aimed at reversing a decline in the percentage of minorities in the nation's broadcast newsrooms (see page 70). Among other things, Schultz cited a training program to be jointly sponsored by RTNDA, the National Association of Broadcasters and the Broadcast Education Association that will start next summer.

If a battle over the fairness doctrine develops, Schultz believes RTNDA would have considerable support, first in seeking to defeat codification and then, if that fails,

to sustain a presidential veto he believes Bush would issue. "We have friends in newspapers, magazines and in SDX [Sigma Delta Chi, the society of professional journalists] to help resist codification," Schultz said. Supporters of the doctrine speak of "certain inevitability—it has to happen," he said. "But we don't have to accept that." He said President-elect Bush is on record in opposition to the doctrine and that the FCC and the Justice Department oppose it.

And outgoing Chairman Bob Brunner of WSAZ-TV Charleston-Huntington, W.Va., said the fairness doctrine—which was repealed by the FCC in August 1987—will be codified "only if we do not individually and collectively continue to speak out in defense of our freedom to practice our craft."

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Schultz said members of the RTNDA board will contact all RTNDA members to urge them to express their views to members of the House and Senate.

“If we don’t fight to defeat codification,” he said, “we accept the fact we are different. And if we are different, how do we get [camera and microphone] access to the courts? We’re not different. We are journalists, with the same rights as others.” Indeed, he said, broadcast journalists should think of themselves as journalists in broadcasting. He noted that cable systems are developing news operations and that the Bell operating companies are interested in getting into the information business. All will be processing information, he said. “The medium makes no difference, except that it be free.”

President Reagan did not receive the unqualified expression of gratitude for repealing legislation that would have codified the doctrine in 1987 as might have been expected. First, a resolution expressing such gratitude was passed at the business meeting, although not without sizable opposition. One of those opposed said he thought it wrong for a news organization “to stroke politicians.” Others were expressing resentment over the President’s failure to hold regular news conferences. Then it was noted that another resolution to be adopted pointed out that Reagan had signed into law legislation requiring the FCC to adopt anti-indecency restrictions around the clock and that such regulations “smack of officially sanctioned codes of morals and censor-

ship.” So the expression of gratitude was amended to eliminate a statement that the President “has strongly supported the extension of freedom of the press to broadcast journalists.”

Another resolution dealt with President-elect George Bush. It notes that he has expressed support of repeal of the fairness doctrine, and urges him “to use every method available to put a permanent halt to efforts to restore the fairness doctrine, and to support parity for electronic and print journalists.”

RTNDA President Schultz outlines organization's new effort to help minorities get established in broadcasting business

The RTNDA’s concern about, and interest in, arresting the decline in the percentage of minorities in broadcast newsrooms—it dropped from 15% six years ago to 13% when the last survey was made, two years ago—was evident throughout the RTNDA conference. The organization’s outgoing president, Ernie Schultz, highlighted the concern in his speech at a general session; a panel session was devoted to the subject on Saturday, and a human resources booth was on the convention exhibit floor, staffed by minority group representatives who answered questions about how to find qualified minorities for jobs in broadcast journalism.

Schultz outlined the most ambitious effort to help minorities become established

in the field. It is a Minority Broadcast Career Training Program that RTNDA will sponsor with the National Association of Broadcasters and the Broadcast Education Association. Beginning next summer, the program will help minority college and university graduates find their first jobs and complete the first year in the business successfully. Schultz said about 15 stations had already agreed to recruit and place a trainee in a full-time newsroom job at a full starting salary for one year.

Schultz, in the president’s annual report, said the effort to promote “the multicultural newsroom” “is vital to our economic viability as electronic journalists in a changing world, but even more important, is vital to our society itself. If our newsrooms do not reflect the society we serve, that society will stop watching and listening to us.”

RTNDA’s research director, Vernon Stone, a University of Missouri journalism professor, called for “a new commitment to affirmative action.” In a speech in accepting the RTNDA’s John A. Hogan Distinguished Service Award, he noted that affirmative action at many stations, as at many universities, “has been phased out in recent years in favor of equal opportunities.”

Equal opportunity, he said, is not good enough “when starting points are not equal.” Apart from the decline in percentages of minorities in newsrooms, Stone said that in the 20 years since the Kerner Commission wrote of a society “separate and unequal,” “minority newspeople have too seldom moved into newsroom management.” He noted that half the black and Hispanic men in television news are photographers. Minority women, he said, “are most often reporters or anchors. Decision-makers are usually white.” And “minority newspeople who aspire to move up into management,” he said, “often bump into low ceilings and drop out of the field.” (The situation is different with respect to women. Stone said women are becoming news directors at a rate that, if it continues, will make them the majority of news directors by the second decade of the 21st century.)

On Wednesday night (Nov. 30), at the opening session of the conference, the members heard from a minority journalist who took advantage of the opportunity he was offered in network radio news 20 years ago to forge a successful career in broadcast journalism. Ed Bradley, a CBS News 60 Minutes correspondent, recalled that he had had more experience as a grade school teacher than as a journalist when he was offered a job in CBS radio. “Today,” he said, there are “hundreds of minorities with advanced degrees in broadcast journalism and thousands with undergraduate degrees in broadcast journalism.” Referring to the Stone report on the difficulties minorities encounter in attempting to move up the managerial ladder, he said: “I urge you, ladies and gentlemen, to give them a chance. I also urge you to look at those people in the newsrooms you run.”

Some members of the panel on minority hiring—“Facing up to New Faces: Change, Challenge and Choices”—appeared to sense a reluctance on the part of the broad-

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RTNDA's Schultz

cast establishment to hire and help minorities. "I see a sea of white faces at the luncheon today," said Lloyd LaCuesta of KTVU(TV) Oakland, Calif., president of the Asian American Journalists Association. "I see empty seats here. It disturbs me."

And New York *Newsday's* Evelyn Hernandez, president of the National Association of Hispanic Journalists, related the story of a young Hispanic man she said had been told by a professor at journalism school to switch his field to print because he was "too ethnic" to succeed in TV. And that happened this year, Hernandez said, adding: "There is a perception among minorities that the only way to get action is to challenge licensees at renewal time. It's up to you to change that perception."

Said Pam Moore, WBZ-TV Boston, and vice president, broadcasting, the National Association of Black Journalists: "We want a chance, and some support. We're tired of not feeling part of the team. I'm not suggesting we want to lose our identity. But we want to be appreciated for our identity." And in response to a question as to what news directors should do regarding minority hiring, she said: "Nurture, and believe in and give them time to grow. We don't walk in with experience."

That struck a nerve in Norman Fine of News 12, the cable news channel on Long Island, New York. "I have 200 resumes of job applicants," he said. "But only six from minorities. I look for someone who will be pushy and a self-starter. You should show these people," he said to the panelists, "and get them to push themselves."

Those on the panel evidently have been "pushy" in advancing their careers. One was Gary Wordlaw, who said that in 1968 he was the first black to enter the newsroom of a station in Chattanooga, Tenn., and is now news director of WMAR-TV Baltimore. He offered a Biblical aphorism that summed up what Schultz and other speakers had cited as an advantage of "multicultural" newsrooms: "There is wisdom in a multitude of counselors." □

Former NBC News president urges news directors to prepare for next 'dirty' political campaign

Bill Small, former president of NBC News, has cautioned the nation's news directors to be ready for dirty political campaigns in 1990 and 1992, even dirtier than 1988's, which he thought "the dirtiest" in his lifetime. Why? "Because politicians and their

handlers believe dirty campaigning works," he said, adding that he was referring not only to the presidential campaign but to those on the state and local levels as well.

Small, who is now professor of communications and director of the Center for Communications at Fordham University's School of Business Administration, spoke at the RTNDA's annual Paul White banquet (BROADCASTING, Dec. 5). He was a replacement for former CBS News correspondent Douglas Edwards, who is suffering from the effects of chemotherapy treatment for cancer and was unable to attend. Edwards is the Paul White award recipient this year.

Like others at the RTNDA's annual conference, Small found fault with the campaign coverage. Indeed, a survey of 400 news professionals at the conference indicated that 65% thought the media had a negative effect on the campaign; 12%, a "very negative" effect. The survey, conducted by New World Decisions and commissioned by United Press International, also showed that almost half of those polled—47%—thought there should be increased focus on concrete issues, while 25% would prefer less emphasis on polls, and 20% would welcome attention being paid to fewer staged events. Small suggested that greater attention to some of those and other concerns during the campaign might have mitigated what he thought was its dirtiness.

"Dirty commercials," for instance, were a problem. But Small said that television

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gave them "added currency" by running them on regular newscasts. He noted that George Bush's media adviser, Roger Ailes, has said: "In the old days you had to buy time for commercials." Small also "hated the obsession" with polls—there were 150 national polls in 1988, compared to 10 a dozen years ago—and with the "manipulators who were trying to manipulate the press." He saw more reported "about the handlers than about the candidates." What's more, he felt broadcasters could not "resist the great sound bite and great picture."

What is to be done about such matters? Small suggested that the government might do something. He noted that the government provides most of the money presidential candidates spend—\$43 million to each of them in 1988—and could have something to say about how it is used. "Let them [the candidates] agree to honest-to-God debates." He also noted that the U.S. is the only democracy that does not regulate political advertising. "As far as free television is concerned," he said, "there must be an ongoing examination by all of you as to how you handle things both two and four years from now. For if you think 1988 was a dirty campaign, you ain't seen nothing yet."

Then he asked: "Will you learn to handle the handlers? I hope so. I believe so."

More calls for quality and localism in TV news

ABC News's Jeff Greenfield was not the only speaker at the Radio-Television News Directors Association's annual conference in Las Vegas to talk of the danger of news and near- or nonnews overlapping, and to warn that broadcast journalists had better commit themselves with new vigor to the principles of straight journalism if they want to hold their audiences. Those views were expressed also at a workshop entitled—perhaps hopefully—"The Comeback of Content."

Marty Haag, vice president for news of the A. H. Belo Corp.'s broadcast division and news director of WFAA-TV Dallas, cited the emergence of programs such as *Entertainment Tonight* that employed news formats but, he said, were not news, of docu-

dramas (in which historical figures are played by actors) and of "dramatizations" (A *Current Affair* was one example he mentioned). The gap between news and nonnews programs is narrowing, he said, and asked: "At what point do they approach the middle, and are news directors going to ask themselves, 'What's wrong with us moving a little closer?'"

"I would hope there is a major distinction between news and nonnews programs," Haag said. Nonnews program content "is being decided by producers who feed off each other," he said. "If women mud wrestlers on *Geraldo* get good numbers, I guarantee you *Donahue* will do it a day or two later." Then he said: "You wouldn't be here if you didn't subscribe to some code of ethics. I don't think the same applies to those whose prime motivation is to do numbers."

John Corporon, senior vice president and news director of WPIX(TV) New York and president of the Independent News Network, said broadcast journalists "cup of moral indignation runs over and over and over" at the manipulative tricks of "trash TV." But, he said, those in local and network television are manipulated constantly by those they would cover, and must "fight to minimize it." For "at times," he said, "we are willing handmaidens." As his prime example, he cited the presidential debates. He said they were "bland beyond description" for two reasons. One was the candidates' determination "to play it safe." The other, he said, was that "the networks aided and abetted" in the creation of the "tepid, timid and tedious" debates "by bowing to the wishes of the candidates and their strategists as to how the debates were to be staged," adding, "Our medium allowed the candidates to make the rules in what should have been the medium's own game."

And he warned that that is no way to retain the public's confidence. "Trash TV will gain impetus and favor among viewers if local and network television back away from gutsy issues which affect the well-being and welfare of the republic.... If we fall victim to slick PR offered in the form of news, the viewer will turn to trash TV, the VCR and the remote control button out of sheer boredom."

Technology rather than nonnews was

what concerned the third member of the panel, Don Varyu, news director of KING-TV Seattle. He saw it as sometimes causing news organizations to "emphasize the temporary over the long term." Stations can and do show gang shootings without "telling viewers what's going on to cause the gangs to be there in the first place," he said. What concerned him the most, he said, was the seductive power of satellite technology to cause stations to forget first principles. "It's very attractive to shoot a hurricane in the Gulf [of Mexico]" for inclusion in a newscast, Varyu said. "Certainly it has visual content. But if that four minutes is taking away four minutes from something important in Seattle, then I'm not doing my job."

In any case, Varyu sees technology as "moving into an area of decline." In most markets, he said, "everyone has the same amount of toys, so it's a tie. There is little distinction among the stations." And stations whose newscasts compete with *Geraldo* or *USA Today: The Television Show* cannot match them in terms of graphics capability. "So," he said, echoing Jeff Greenfield, "look at content. It's our one item of differentiation." □

Traditional news new 'reality'

At Center for Communication panel, news magazine producers from CBS, ABC and PBS talk about tabloid genre

Producers at traditional news magazines are finding it hard to ignore the success of the newest generation of reality shows, according to participants in a New York seminar. At a panel sponsored by the Center for Communication, news magazine producers from CBS, ABC and PBS took pains to distinguish their shows from more lurid television shows, while pointing out that they cover the same types of subjects.

Setting the tone of the seminar, moderator Marty Koughan, senior executive producer at TBS Productions, said many of the new reality-based shows are "cheap, sensationalistic and consciously exploitative." He described *America's Most Wanted* as "voyeurism meets vigilanteism" and *The Morton Downey Jr. Show* as a program in which the host "routinely fills his studio with combustible guests and lights a torch." Koughan made conspicuous the absence of an NBC representative on the panel, saying NBC had no regular prime time hour from its news division but that it had aired *Geraldo Rivera's* recent special on satanism.

Victor Neufeld, executive producer of *20/20*, said the subject matter for his show is the same as that for shows from which he is struggling to separate it. He said, for example, that *20/20* has done or will do stories on a sheriff allegedly responsible for the castration of a suspected rapist, priests who are pedophiles and the marital problems of Mike Tyson and Robin Givens. *20/20's* stories "have to be powerful, compelling, about people in crises." Network news di-

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Neufeld, Yellin, Scheffler, Mills, Koughan

visions, out of which shows such as his are produced, he said, forbid payment for interviews, re-enactment by actors and what he called adjusting the reality of a situation, for example, coaching an interviewee on his answers. "That's where we separate ourselves," Neufeld said. But, he said, he was not sure that the general audience was aware of that separation.

Later in the seminar, Neufeld said that if *20/20* and *The Reporters* covered the same story, the Fox show would have less original reporting, less explanation of the situation's history and less taste. Neufeld said he wondered how many network executives would see the differences he saw.

60 Minutes senior producer Phillip Scheffler said he thinks the success of "trash TV" will have a harmful effect on traditional news magazines. He said he envisions pressure from network executives to produce a "cheap, awful, profitable broadcast." While saying that *60 Minutes* is "the real difference between profit and loss" for the CBS network, he said, "I think we're in for rough times."

Susan Mills, managing producer of *The MacNeill/Lehrer NewsHour*, said she finds pointless a recent interview on *A Current Affair* of a New York City man accused of beating his adopted daughter to death. "It had no context," she said. *NewsHour*, she said, has done several stories taking off from the same case, such as a story on child abuse and another on the failure of the foster home system in the U.S.

Scheffler said the trend toward loosening of standards and practices in the networks' entertainment divisions does not seem to be forthcoming in the news division.

Neufeld said a loosening of standards has been the subject of conversations he has both participated in and overheard. No change, he said, has taken place. He said he hopes no change will take place, so news and entertainment divisions will remain distinct. "We reevaluate and sustain our standards all the time," he said, "and that's a

good practice."

If the panelists were asked to produce three story ideas from a list of 20, said Tom Yellin, senior producer of *West 57th*, the

producers would pick virtually the same stories. Talking about *West 57th*'s story selection, Yellin said, "We tell stories, not subjects." A story, Yellin said, has "characters" and "people to whom things happen." In an illustration of his terminology, Yellin said that a "subject" is experimental surgery and a "story" is one that *West 57th* did on a gynecologist who rearranged his patients' sex organs. The lead story in *The New York Times* last Tuesday regarding a half-point rise in the prime interest rate is unsuitable for *West 57th*, not because it is boring but because "it's a subject, not a story," Yellin said. However, the prime interest rate story is boring, said Yellin.

Although he was proud of the depth of *60 Minutes*' reporting, saying that producers spent three to four months on stories, Scheffler said the show had "dropped the ball" the past few years in its coverage of the federal government, with the exception of its critical stories on certain small parts of it.

Yellin made light of his show's low ratings, compared to those of the other programs represented on the panel. Because of *West 57th*'s Saturday night time slot, Yellin said: "If I didn't work on it, I wouldn't watch it. Our biggest achievement over the past three years is that we've avoided cancellation." □

Media scorecard. Voters' estimates of the quality of the media coverage of the presidential campaign declined over the last five months, according to the latest in a series of *Times Mirror* surveys conducted by the Gallup Organization just before the election. It showed that 14% of the voters who followed the coverage thought it "excellent" and 46% "good." Another 30% found it "fair," and 9% "poor." In May, however, 14% of the voters surveyed rated the coverage "excellent," 57% "good," 19% "fair" and 3% "poor." So "excellent-good" dropped from 71% to 60% and "fair-poor" rose from 22% to 39%.

The survey also answered several questions about voters' attitudes toward the press. For instance, the number of voters who felt the press had "too much influence on which candidate became president" increased to 58% from 49% in May. Most voters did not think the press was too critical of the candidates. Only 33% felt the press was too hard on Bush, while 37% felt the press was too harsh in its treatment of Dukakis. As for the use of polls, 47% thought reporting who is ahead in the polls "did not improve" campaign coverage, while 38% thought it did. The division between those who thought such reporting was bad for the country was similar—45% thought it was bad, 38% termed it good.

One interesting finding considering the controversy that raged around the issues involved voters' ability to identify Panama's General Manuel Noriega and Willie Horton, the Massachusetts prisoner who raped a Maryland woman and assaulted her boyfriend while on a weekend prison furlough. Only 53% of the 2,006 registered voters surveyed could identify the Panamanian strongman, and even fewer, 24% of them, knew Horton (with blacks no more able to identify him than whites).

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FCC gets high marks so far in advanced TV inquiry

In second round of comments, most filings by Fifth Estate praise commission's actions

The FCC is getting high marks for its handling of the high-definition television question. In a round of comments on a second advanced TV inquiry and on a series of tentative decisions, most of over 50 filings by broadcasters, cablecasters and others praised the FCC's actions so far, including, wrote Group W, the "amount of time and effort at the highest levels of its staff."

The FCC decided at a meeting Sept. 1 that the next terrestrial system should not render the present NTSC consumer receivers obsolete due to incompatibility. It said that it was too early to set a standard, but that eventually it believes that establishment of high-definition terrestrial service is in the public interest (BROADCASTING, Sept. 5). In comments on those decisions, the FCC received praise.

But there were some points of contention. The FCC's decision to restrict use of additional spectrum for HDTV augmentation channels to the currently allocated TV bands was considered premature by some. And comments on four possible HDTV spectrum schemes—one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast 6 mhz noncompatible high-definition channel—included some by the National Association of Broadcasters, which said it was premature to argue the advantages of the various scenarios before testing.

The closest thing to an official position of the terrestrial broadcaster was released in the form of joint comments signed by NAB, the Association of Maximum Service Telecasters (AMST), the Association of Independent Television Stations, Capital Cities/ABC, NBC, CBS and more than 60 TV station groups. Many of those organizations filed separate comments, but the topics of mutual agreement in the joint comments were that the FCC should eventually set a transmission standard; additional spectrum should be available exclusively to existing TV stations; a system compatible with all television media should be adopted, and the current freeze on allocation of UHF-TV spectrum for additional TV stations and nonbroadcast media should continue.

Strenuously opposing the continued freeze was the Land Mobile Communications Council (LMCC). Private radio use in major urban areas is near the saturation point, and the need for additional spectrum is "urgent," it said. "It is expected that a minimum of five years will be required to develop equipment to be used for channels shared with UHF-TV," and design and manufacturing of that equipment cannot be-

gin until the freeze is lifted, LMCC said.

"It is clear that ATV systems can operate within a 6 mhz bandwidth," LMCC said, listing the several 6 mhz, NTSC-compatible systems that have been proposed to the FCC's advisory committee on advanced TV service. Tele-Communications Inc. (TCI), the largest American multiple cable system operator, agreed. It called for the commission to seek comments on which of the 6 mhz compatible systems would be most acceptable to the broadcasters and cablecasters. But, at the same time, it recommended that the UHF-TV freeze continue indefinitely "as part of a strategic reserve of spectrum to accommodate, if necessary, future spectrum needs for [digital]-HDTV as compression technology emerges."

"Until testing of ATV systems is completed and the results analyzed, it is too early to limit spectrum options to the existing VHF/UHF television bands," the NAB wrote in response to the FCC's decision to restrict spectrum for augmentation channels to the VHF and UHF bands. The use of spectrum in the band above 1 ghz, which was eliminated by the FCC decision, should not be ruled out, NAB said. The Advanced Television Test Center restated its plan to test that band beginning next June.

Studies conducted by the FCC's office of engineering and technology before the tentative decisions "demonstrate that the VHF and UHF spectrum in the top markets is so congested that accommodating all existing stations will require advancements in transmission and reception technology," AMST said. "Under virtually any set of reasonable assumptions, we know now that it is highly unlikely that there will be any 'spare' spectrum in the top markets for any purpose other than broadcast ATV."

The FCC's decision did have its defenders. "Disturbing the allocation of frequency bands outside the VHF and UHF bands is unnecessary, undesirable from a public interest point of view and technologically unsound," the Satellite Broadcasting and Communications Association said. SBCA and other commenters from the satellite industry argued against use of spectrum above 1 ghz, especially in the 12.2 ghz-12.7 ghz band, which has been set aside for development of direct broadcast satellite service. "Any use of the 12 ghz spectrum presently reserved for DBS in connection with ATV provided by terrestrial broadcasts would effectively preclude the development of DBS in this country," according to Hughes Communications Inc.

When the FCC made its tentative decisions, it did not rule out the possibility that alternative media could choose a different transmission system. General Instrument Corp. agreed with the commission's judgment: "It would be contrary to the public interest to constrain cable TV and satellite

broadcasters to use the same format as TV broadcasters. The bandwidth available on cable and satellite systems may allow these media to use formats that achieve enhanced pictures compared to broadcast TV."

There was general agreement that a single standard for all media would be the most convenient scenario for consumers. But in case multiple standards do arise, cable and satellite interests argued in favor of development of either open architecture or multiport HDTV receivers.

The National Cable Television Association found more advantages in the multiport sets. Widescreen, high-resolution TV sets would be built with NTSC circuitry and would have inputs for set-top converters that would decode high-definition signals. "The multiport concept seems to provide an efficient, practical approach to accommodating multiple transmission formats," NCTA said. Time Inc., owner of HBO and American Television & Communications Corp., said multiport interfaces would be "simple and inexpensive."

Cost and complexity are the two main criticisms of the open architecture approach. Receivers would be designed to display any transmission system with the installation of computer cards by the consumer. NCTA joined the Electronics Industry Association in saying that open architecture would not only result in additional cost for the consumer, who must purchase the cards, but also in additional complexity.

But open architecture had its proponents, including the telephone industry, which accounted for a substantial number of the filings in an advanced TV comment cycle. Several Bell operating companies have been exploring the possibility of HDTV delivery through fiber optic cable to the home. They called on the FCC to adopt "an open interface standard" for consumer receivers. "Such a receiver would enable the user to employ the ATV monitor unit as an auxiliary display for data communications, as a graphics work station, or for a variety of other computer management needs. In addition, such a standard may allow American manufacturers who already produce high-resolution monitors for the computer industry to adapt their technology easily for use in ATV receivers," wrote the Bell Atlantic Companies.

Most broadcasters urged the establishment of one standard for all media. In support of one standard, the Public Broadcasting Service and National Association of Public Television Stations said: "If the standards for different media are so diverse that consumers need complex multiple converters, multiple signal processors, peripheral devices and/or open architecture equipment, the introduction of terrestrial broadcast ATV services could be severely crippled." □

Stock Index

Closing Closing
Wed Mon
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Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

BROADCASTING

N (CCB) Capital Cities/ABC	360		363	1/2	-	3	1/2	-00.96	21	5,824
N (CBS) CBS	168	7/8	170	5/8	-	1	3/4	-01.02	9	3,990
A (CCU) Clear Channel	12	7/8	12	7/8				00.00	23	49
A (HTG) Heritage Media	4	1/8	4	1/4	-		1/8	-02.94	-5	46
O (JCOR) Jacor Commun.	6		6	1/8	-		1/8	-02.04	-13	58
O (LINB) LIN	59	7/8	59				7/8	01.48	38	3,093
O (MALR) Malrite	10	1/8	10				1/8	01.25	-22	137
O (MALRA) Malrite 'A'	9	3/4	9	3/4				00.00	-13	133
O (OBCCC) Olympia Broad.	2	1/2	2	1/2				00.00		6
O (OSBN) Osborn Commun.	7	1/2	7	1/4			1/4	03.44	-6	38
O (OCOAC) Outlet Commun.	22	1/2	22	1/2				00.00	-8	147
A (PR) Price Commun.	6	3/8	6	1/4			1/8	02.00	-5	61
O (SAGB) Sage Broadcasting ..	3	1/2	3	1/2				00.00	-5	13
O (SCRIP) Scripps Howard	76		79	1/2	-	3	1/2	-04.40	61	784
O (SUNNC) SunGroup Inc.	2	1/8	2				1/8	06.25	-3	5
O (TLMD) Telemundo	6	3/4	7		-		1/4	-03.57	-1	51
O (TVXGC) TVX Broadcast.	2		1	3/4			1/4	14.28		11
O (UTVI) United Television	26	1/4	26	3/4	-	1/2		-01.86	43	287

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo.....	24	7/8	25	-	1/8	-00.50	10	262
O (ASTV) Amer. Comm. & TV		1/32		1/32		00.00		2
N (AFL) American Family.....	13	1/2	13	1/4		01.88	11	1,092
O (ACCMA) Assoc. Commun.	33		30		3	10.00		314
O (BMAC) BMA Corp.	29	1/2	29	3/4	-	1/4	-00.84	79
N (CCN) Chris-Craft	21	3/8	21	1/8		1/4	01.18	47
N (DNB) Dun & Bradstreet.....	55	3/4	54	1/4	1	1/2	02.76	21
O (DUCO) Durham Corp.	32	1/2	31	7/8		5/8	01.96	27
N (GCI) Gannett Co.	34	5/8	33	7/8		3/4	02.21	17
N (GY) GenCorp	17	5/8	18	1/8	-	1/2	-02.75	1
O (GMXC) GMX Commun.		1/16		1/16		00.00	1	559
O (GACC) Great Amer. Comm..	9		9	3/8	-	3/8	-04.00	9
N (JP) Jefferson-Pilot	31	5/8	31	1/2		1/8	00.39	13
N (KRI) Knight-Ridder	46	7/8	46	5/8		1/4	00.53	17
N (LEE) Lee Enterprises.....	26	1/2	26	3/4	-	1/4	-00.93	19
N (LC) Liberty	37	1/4	38		-	3/4	-01.97	14
N (MHP) McGraw-Hill	64	1/2	61	1/4	3	1/4	05.30	19
A (MEGA) Media General	35	1/8	34	5/8		1/2	01.44	23
N (MDP) Meredith Corp.	31	7/8	31		7/8	02.82	13	612
N (MCG) Mich. Energy	28		28	3/4	-	3/4	-02.60	18
O (MMEDC) Multimedia.....	71	1/2	70	3/4		3/4	01.06	69
A (NYTA) New York Times.....	27	1/4	26		1	1/4	04.80	13
N (NWS) News Corp. Ltd.	16	5/8	17	1/4	-	5/8	-03.62	9
O (PARC) Park Commun.	28	1/4	27	3/4		1/2	01.80	22
O (PLTZ) Pulitzer Publishing...	25		25	1/4	-	1/4	-00.99	17
N (REL) Reliance Group Hold. .	4	3/4	4	5/8		1/8	02.70	5
O (RTRSY) Reuters Ltd.	26	1/2	25	3/4		3/4	02.91	18
T (SKHA) Selkirk	49	1/2	49	1/2			00.00	42
O (STAUF) Stauffer Commun.	130		133		- 3	-02.25	43	130
N (TMC) Times Mirror	33	3/4	33	1/2	-	1/4	00.74	16
O (TMC1) TM Communications		3/16		1/4	-	1/16	-25.00	
N (TRB) Tribune	39	7/8	39	1/4		5/8	01.59	22
A (TBSA) Turner Bcstg. 'A'	15	1/4	14	3/4		1/2	03.38	-2
A (TBSB) Turner Bcstg. 'B'	14	3/4	14	1/8		5/8	04.42	-2
A (WPOB) Washington Post ...	198	1/2	195	1/4	3	1/4	01.66	13

PROGRAMING

O (SP) Aaron Spelling Prod.	6	1/8	6		1/8		02.08	5	112
O (ALLT) All American TV	2	7/8	2	7/8			00.00		3
O (BRRS) Barris Indus.	6	3/8	6	1/8		1/4	04.08	-3	50
N (KO) Coca-Cola	44	1/4	43	3/8		7/8	02.01	18	16,611
A (CLR) Color Systems	1	7/8	1	7/8			00.00	-1	10
N (KPE) Columbia Pic. Ent.	11	1/4	11	3/8	-	1/8	-01.09	160	1,234
O (CAVN) CVN Cos.	15	3/8	15	3/4	-	3/8	-02.38	12	267
A (DEG) De Laurentis Ent.		9/16		11/16	-	1/8	-18.18		6
O (DCPI) dick clark prod.	3	7/8	4	1/4	-	3/8	-08.82	9	32
N (DIS) Disney	65	1/4	63	3/8	1	7/8	02.95	19	8,650
N (DJ) Dow Jones & Co.	31	1/2	31	3/8		1/8	00.39	15	3,033
O (EM) Entertainment Mktg.	2		1	7/8		1/8	06.66	6	24
O (FNFI) Financial News	5	3/8	6		-	5/8	-10.41	24	64
A (FE) Fries Entertain.	2	3/8	2	1/2	-	1/8	-05.00	10	12
N (GW) Gulf + Western	40	3/4	39		1	3/4	04.48	7	2,449
O (QNTX) Hal Roach	3	1/2	3	1/4		1/4	07.69	-8	24
A (HHH) Heritage Entertain.	1	3/4	1	3/4			00.00	1	8
A (HSN) Home Shopping Net.	4	7/8	5		-	1/8	-02.50	22	424
N (KWP) King World	24		23	5/8		3/8	01.58	15	692
O (LAUR) Laurel Entertain.	2	1/2	2	1/2			00.00	5	6
A (LT) Lorimar-Telepictures	11	7/8	11	1/2		3/8	03.26	-3	550
N (MCA) MCA	45	1/2	44	1/2	1		02.24	25	3,308
N (MGM) MGM/UA Commun.	14	1/8	13	3/4		3/8	02.72	-8	707
A (NHI) Nelson Holdings		3/8		5/16		1/16	20.00	-3	10

Closing Closing
Wed Mon
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zation

PROGRAMING

A (NWE) New World Enter.	2	7/8	2	7/8			00.00	7	31
O (NNET) Nostalgia Network		5/8		5/8			00.00		3
N (OPC) Orion Pictures	14	5/8	13	3/4		7/8	06.36	13	252
O (MOVE) Peregrine Entertain.	1	1/16	1	3/16	-	1/8	-10.52	-35	2
N (PLA) Playboy Ent.	12	1/8	11	3/4		3/8	03.19	13	114
O (QVCN) QVC Network	9		8	7/8		1/8	01.40	-18	91
O (RVCC) Reeves Commun.	6	1/8	5	7/8		1/4	04.25	30	77
O (RPICA) Republic Pic. 'A'	7	3/4	7	1/2		1/4	03.33	86	32
O (RPCB) Republic Pic. 'B'	7	1/4	7	3/4	-	1/2	-06.45	51	5
O (SMNI) Sat. Music Net.	3	7/8	3	3/4		1/8	03.33	35	34
N (WCI) Warner	36	1/8	34	1/4	1	7/8	05.47	19	4,557
O (WONE) Westwood One	9		8	3/8		5/8	07.46	12	129

SERVICE

O (AMEA) A.M.E. Inc.	10	1/8	10	1/8			00.00	10	50
O (AGRP) Andrews Group	3	3/4	3	7/8	-	1/8	-03.22	-1	24
O (BSIM) Burnup & Sims	18	5/8	18	7/8	-	1/4	-01.32	40	297
N (CO) Comsat	26	1/4	26			1/4	00.96	-10	481
N (FCB) Foote Cone & B.	23	1/8	22	7/8		1/4	01.09	11	192
O (GREY) Grey Advertising	115		116		- 1		-00.86	15	139
O (IDBX) IDB Communications	7	3/4	8		-	1/4	-03.12	31	31
N (IPG) Interpublic Group	35		34	7/8		1/8	00.35	15	785
O (OGIL) Ogilvy Group	26	1/4	26			1/4	00.96	12	373
O (OMCM) Omnicom Group	20		20				00.00	14	491
N (SAA) Saatchi & Saatchi	17	3/4	18	7/8	- 1	1/8	-05.96	8	2,586
O (TLMT) Telemation	1	3/8	1	3/8			00.00	5	6
A (TPO) TEMPO Enterprises	7	3/8	7	3/4	-	3/8	-04.83	24	42
A (UNV) Unitel Video	11	5/8	11	1/4		3/8	03.33	17	25

CABLE

A (ATN) Acton Corp.	12	5/8	12	1/4		3/8	03.06	2	14
O (ATCMA) Amer. TV & Comm.	29	1/8	29			1/8	00.43	64	3,168
O (CTEX) C Tec Corp.	43	1/4	42	1/4	1		02.36	19	238
A (CVC) Cablevision Sys. 'A' ..	27	1/8	27			1/8	00.46	-9	570
O (CNCAA) Centel Cable	37	1/4	37	5/8	-	3/8	-00.99	120	931
N (CNT) Centel Corp.	48		48				00.00	13	2,087
O (CMCSA) Comcast	15	3/4	14	3/4	1		06.77	-71	704
A (FAL) Falcon Cable Systems ..	19	1/2	19	1/4		1/4	01.29	-60	124
O (JOIN) Jones Intercable	12	1/2	12	3/8		1/8	01.01	39	159
T (MHPA) Maclean Hunter 'X' ..	13	1/2	14		-	1/2	-03.57	37	994
T (RCI.A) Rogers Commun. 'A' ..	62	1/2	60		2	1/2	04.16	-96	773
T (RCI.B) Rogers Commun. 'B' ..	56	1/2	53	1/2	3		05.60	-86	699
O (TCAT) TCA Cable TV	31	1/4	32		-	3/4	-02.34	61	377
O (TCOMA) Tele-Commun.	25		24	3/4		1/4	01.01	50	3,783
N (TL) Time Inc.	101	3/8	99	1/4	2	1/8	02.14	24	5,924
O (UACI) United Art. Commun.	28		26	1/4	1	3/4	06.66	233	1,149
N (UCT) United Cable TV	33	5/8	33	3/8		1/4	00.74	-176	1,253
N (VIA) Viacom	28	1/8	27	3/4		3/8	01.35	-3	1,500
N (WU) Western Union	1	1/2	1	1/2			00.00		47
O (WSMCA) WestMarc	17	3/4	18	1/2	-	3/4	-04.05	22	254

ELECTRONICS/MANUFACTURING

N (MMM) 3M.....	62	3/8	60	3/8	2		03.31	15	14,189	
N (ARV) Arvin Industries.....	18	5/8	19	1/4	-	5/8	-03.24	7	354	
O (CCBL) C-Cor Electronics ...	18	1/2	17	1/2	1		05.71	30	37	
O (CATV) Cable TV Indus.....	5	1/16	5		1/16		01.25	-33	15	
N (CHY) Chyron.....	4	3/8	4	3/8			00.00	15	4	
A (CXC) CMX Corp.....		13/16		13/16			00.00	9	7	
A (COH) Cohu.....	11	1/4	11	1/2	-	1/4	-02.17	10	20	
N (EK) Eastman Kodak.....	46	1/4	45	1/4	1		02.20	13	15,674	
N (GRL) Gen. Instrument	23	3/8	23	3/8			00.00	-17	781	
N (GE) General Electric.....	45	3/4	45		3/4		01.66	19	41,877	
O (GETE) Geotel Inc.....		9/16		5/8	-	1/16	-10.00	-1	2	
N (HRS) Harris Corp.....	27	1/2	27		1/2		01.85	12	1,125	
O (ITEL) Iteq Corp.....	18		17	7/8	1/8		00.69	41	477	
N (MAI) M/A Com. Inc.....	8	1/4	8	1/2	-	1/4	-02.94	-5	223	
N (IV) Mark IV Indus.....	9	3/8	9	1/2	-	1/8	-01.31	5	101	
O (MCDY) Microdyne.....	3	1/4	3	3/8	-	1/8	-03.70	-2	14	
O (MCOM) Midwest Commun.....	4	1/4	5		3/4	-	15.00	10	12	
N (MOT) Motorola.....	40	1/4	37	5/8	2	5/8	06.97	16	5,204	
N (OAK) Oak Industries.....		7/8		13/16	1/16		07.69	8	66	
A (PPI) Pico Products.....	3	1/8	2	7/8	1/4		08.69	-62	10	
N (SFA) Sci-Atlanta.....	12	5/8	11	3/4	7/8		07.44	10	296	
N (SNE) Sony Corp.....	55	3/4	54	3/4	1		01.82	91	12,891	
N (TEK) Tektronix.....	20	3/8	19	3/8	1		05.16	679	565	
O (TLCR) Telecrafter.....	4	1/8	4	1/8			00.00	18	6	
N (VAR) Varian Assoc.....	27	1/2	26	7/8	5/8		02.32	-144	600	
N (WX) Westinghouse.....	53	3/8	51	1/2	1	7/8	03.64	10	7,661	
N (ZE) Zenith.....	17	1/2	19	1/4	-	1	3/4	-09.09	-22	453

New ATTF head

Harold Protter, vice president and general manager, WTVV-TV Milwaukee, has been named chairman of the National Association of Broadcasters' Advanced Television Task Force, succeeding Daniel E. Gold, president and chief executive officer of Knight-Ridder Broadcasting. Gold stepped down from the job following Knight-Ridder's announcement that its eight TV stations are for sale (BROADCASTING, Oct. 10). Gold also resigned his seat on the Advanced Television Test Center's board of directors. NAB Joint Board Chairman Wallace Jorgenson, executive vice president, Hubbard Broadcasting, Miami, will succeed Gold there.

Equal partners

Effective Jan. 1, BTS Broadcast Television Systems, headquartered in Darmstadt, West Germany, will become a 50-50 joint venture of Philips of the Netherlands and Bosch of Germany. The partnership was originally formed in 1985 with Bosch holding 70% and Philips 30%. BTS manufactures and markets

cameras, videotape decks, switchers and other broadcast studio equipment. Philips' increased interest signals a greater emphasis in high-definition television and digital tape equipment production. BTS currently markets the KCH 1000 camera and other HDTV equipment as well as a component digital (D-1) VTR. Its American headquarters

are in Salt Lake City.

Digital troubleshooting

The National Association of Broadcasters is now offering its new "Broadcast and Audio System Test CD." The 99-track CD holds several different test signals to check the performance of compact disk players at radio stations under broadcast conditions and to troubleshoot some equipment flaws. The CD is available to NAB members for \$40 and nonmembers for \$80. A technical manual describing each of the test tracks is included in the purchase price.

For the Record

As compiled by BROADCASTING from Nov. 30 through Dec. 7 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control;

S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

■ WXXR(AM) Cullman, AL (BAL881121EH; 1340 khz; 1 kw-D 250 w-N)—Seeks assignment of license from Piney Hills Broadcasting Inc. to Good Earth Broadcasting Inc. for \$62,000. Seller is principally owned by Helen Miller and has no other broadcast interests. Buyer is owned by Roger O. Myers, president, 33.3%, Larry L. Baker, secretary-treasurer, 33.3%, Glen L. Baker, vice president, 16.7%, Charles L. Baker, director, 16.7%. Filed Nov. 21.

■ KDTU(TV) Tucson, AZ (ch. 18, 2510 kw vis; 251 kw aur; HAAT: 1,970 ft.)—Seeks assignment of license from Roman Catholic Church to Clear Channel Communications Inc. for \$8.5 million ("In Brief," Nov. 7). Buyer is principally owned by L. Lowry Mays, J. Daniel Sullivan, Thomas F. Klein, Bonnie K. Liebmann. Clear Channel Communications Inc. is licensee of WOAI(AM)-KAJA(FM) San Antonio, KPEZ(FM) Austin, KXTC(AM)-KHYS(FM) Port Arthur, and KTAM(AM)-KORA(FM) Bryan, all Texas; KAKC(AM)-KMOD(FM) Tulsa, KTO-K(AM)-KJYO(FM) Oklahoma City, all Oklahoma; WELI New Haven, CT; WQUE(AM)-WQUE(FM) New Orleans; WHAS(AM)-WAMZ(FM) Louisville, KY. Filed Nov. 23.

■ KULZ-FM Lake Village, AR (BALH881118HE; 95.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Foxcom Limited to Walter John Giller Jr. for \$18,364. Seller is headed by Monte Lyons and has no other broadcast interests. Buyer has no other broadcast interests. Filed Nov. 18.

■ KREQ Arcata, CA (141 kw; HAAT: 1,672 ft.)—Seeks assignment of license from The Mad River Broadcasting Co. to California-Oregon Broadcasting Inc. for \$650,000. Seller is principally owned by Jack Fiman, Bob Moore and Ken Koplan. It has no other broadcast interests. Buyer is Medford, OR-based group owned by William B. Smullin, Carol Ann Brown and Patricia Smullin. It also owns KRCR-TV Redding, and KFLI(AM)-KEKA-FM Eureka, all California; KOB-TV Medford, KOTI-TV Klamath Falls, KAGI(AM) Grants Pass, all Oregon. It has interest in KPIC-TV Roseburg, OR. It also owns Crestview Cable TV, Oregon. Filed Nov. 25.

■ KXDC(AM) Monterey and KXDC-FM Carmel, both California (AM: BAL881121EC; 630 khz; 1 kw-U DA-2; FM: BALH881121ED; 101.7 mhz; 800 w; HAAT: 590 ft.)—Seeks assignment of license from Carmel Broadcast Associates Inc. to Western Media Group Corp. for \$2.65 million ("Changing Hands," Nov. 28). Seller is headed by Jack L. Woods, president. Woods is also president of Ventura Broadcast Associates, licensee of KOGO(AM)-KBBY(FM) Ventura, CA. Buyer is headed by Thomas K. Scallen. It has no other broadcast interests. Scallen owns the Harlem Globe Trotters and the Ice Capades. He formerly owned KTAB-TV Abilene, TX. It has no other broadcast

FL Panhandle: Class C combo
\$3,200,000

GEORGE REED 904/730-2522

NE combo w/Class B FM
Rated market — \$2,200,000
KEVIN COX 617/330-7880

California B-1 FM, attractive
terms — \$2,500,000
JIM MERCEN 818/893-3199

Michigan college town, Class A
FM — \$1,500,000, negotiable
MITT YOUNTS 202/822-1700

FL resort area combo, positive
cash flow — \$750,000
GEORGE REED 904/730-2522

Midwest AM/FM combo, small
market — \$600,000, terms
BILL LYTLE 816/932-5314

SW AM/FM combo, 100kw FM
125,000+ mkt. — \$1,900,000
BILL WHITLEY 214/788-2525

Rocky Mt. combo, college town
7 x cash flow — \$1,800,000
GREG MERRILL 801/753-8090

Florida: Full AM in fast growing
market — \$437,500
GEORGE REED 904/730-2522

Northeast resort area combo
w/Class B FM — \$3,500,000
KEVIN COX 617/330-7880

SE Class A, real estate included
\$500,000 with terms.
ED SHAFFER 404/698-9100

TV: Unrated resort market
\$3,500,000
KENT REPLOGLE 202/822-1700

Nationwide Media Brokers
Chapman
Associates



Corporate Offices • Washington, DC • 202/822-1700

interests. Filed Nov. 21.

■ **KLOA(AM)**-KFIO-FM Ridgecrest, CA (AM: BAL881117EE; 1240 khz; 250 w-U; FM: BALH881117EF; 104.9 mhz; 750 w; HAAT: 1 ft.)—Seeks assignment of license from KLOA Radio to Roy William Mayhugh for \$552,500. Seller is owned by John J. and Eleanor Quigley, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Nov. 17.

■ **KDKO(AM)** Littleton, CO (BAL1117EG; A510 khz; 10 kw-D 1.3 kw-N DA-1)—Seeks assignment of license from Adams Radio of Denver Inc. to Peoples Wireless Inc. for \$900,000. Seller is Clearwater, FL-based group of five AM's, six FM's and 10 TV's, headed by Stephen Adams. Buyer is principally owned by James Walker. Walker is 3% shareholder, vice president and director of Tucson Wireless Inc., licensee of KKPW(AM) Tucson, AZ. He holds identical interest in and identical positions with Southwestern Wireless Inc., licensee of KFXH(FM) Green Valley, AZ. Filed Nov. 17.

■ **WTGE-FM** Baton Rouge, LA (BAL881122EF; 100.7 mhz; 100 kw; HAAT: 690 ft.)—Seeks assignment of license from Vetter Communications Co. to Church Point Ministries Inc. for \$450,000. Seller is headed by Cyril E. Vetter, and has no other broadcast interests. Buyer is nonprofit corporation headed by the Rev. Dwight Pate, and has no other broadcast interests. Filed Nov. 22.

■ **WBOS(FM)** Brookline, MA (BAPLH881123GQ; 92.9 mhz; 50 kw; HAAT: 800 ft.)—Seeks assignment of license from Channel Broadcasting Inc. to Ackerley Communications of Massachusetts Inc. for \$19,242,500. Seller is owned by Seonix Broadcasting, Gilford, N.H. based group of six AM's and seven FM's owned by Theodore Nixon, Scott McQueen, and Randy Odencul. Buyer is owned by Barry A. Ackerley, Dennis M. Curley, Eric M. Rubin and Louis R. Nickinello. Ackerley Communications Inc. is 100% owner of WIXT(TV) Syracuse, NY; KKT(TV) Colorado Springs; KGET(TV) Bakersfield and KCTA(TV) Salinas, both California; KJR(AM)-KLTX(FM) Seattle and KVOS(TV) Bellingham, all Washington, and KSGO(AM) Oregon City and KGON(FM) Portland, both Oregon. Filed Nov. 23.

■ **KBSR-AM-FM** Hardin, MT (AM: BAL881121EA; 1230 khz; 1 kw-U DA-1)—Seeks assignment of license from Radiovision Partners L.P. to Greater Billings Radio Broadcasting Co. for \$550,000. Seller is headed by Anthony Gazzana and has no other broadcast interests. Buyer is principally owned by Andrew M. Golding, 50%; George J. Beaudet, 20%, and David S. Kelly, 15%. Filed Nov. 21.

■ **WKJA(FM)** Belhaven, NC (BAPLH881123GP; 92.1 mhz; 3 kw; HAAT: 282 ft.)—Seeks assignment of license from Winfas of Belhaven Inc. to Belhaven Christian Radio Inc. for \$655,000. Seller is Jacksonville, NC-based group of one AM and three FM's headed by Thomas Walker. Buyer is owned by L.E. Willis Sr. Willis also owns WOWI-FM Norfolk, VA; WIMG(AM) Ewing, NJ; WBO-K(AM) New Orleans; KFTH(FM) Marion, AR; WGS(AM) Charlotte, WBXB(FM) Edenton, WKWQ(FM) Batesburg and WSR(AM) Durham, all North Carolina; WAYE(AM) Birmingham and WSFU-FM Union Springs, both Alabama; WWP(D) Marion, SC; WPZZ(FM) Franklin, IN; WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; WSVE(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; WWC(AM) Gary, IN; WESL(AM) East St. Louis, IL; WTJH(AM) East Point, GA, and WGTW(AM) Wilson, NC. Willis is also 55% shareholder of licensee of WTNC(AM) Thomasville, NC. Filed Nov. 23.

■ **WHIM(AM)** East Providence, RI (BAL881122EE; 1110 khz; 5 kw-D 250 w-N DA-N)—Seeks assignment of license from East Providence Broadcasting Inc. to Bear Broadcasting Co. for \$700,000. Seller is subsidiary of The Lowe Group of Companies, Boston-based group owned by Philip M. Lowe. It also owns WCOU(AM)-WAYU(FM) Lewiston, ME, and WCNL-AM-FM Newport, NH. Buyer is principally owned by Natalie L. Urso, and also owns WZXI(AM) Wildwood, NJ. Filed Nov. 22.

■ **WKAQ-TV** San Juan, PR (ch. 2; 53.7 kw; HAAT: 2,830 ft.)—Seeks assignment of license from Telenundo of Puer to Rico Inc. to TPR Television Inc. for \$160 million ("In Brief," Nov. 14). Seller is New York-based group of five TV's headed by Henry Silverman. Buyer is principally owned by Anthony B. Cassara, Christopher D. Jennings and George A. Vandeman. It has no other broadcast interests. Filed Nov. 17.

■ **WKYB(AM)** Hemingway, SC (BAL881121EJ; 1000 khz; 10 kw-D, 5 kw-CH)—Seeks assignment of license from Hemingway Broadcasting Co. to William Howard Burckhalter for \$80,000. Seller is headed by Gilbert Darroll Evans and has no other broadcast interests. Buyer owns 51% partnership interest in CP for Johnsonville, SC.

Burckhalter is also 100% owner of WCBW-FM Trenton, FL. Filed Nov. 21.

New Stations

■ **Clarksville, AR** (BPH881017MI) J.L. Richardson seeks 100.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 37, Clarksville, AR 72830. Principal has no other broadcast interest. Filed Oct. 17.

■ **Kingsburg, CA** (BPED881025MA) Kings River Educational Services Inc. seeks 106.3 mhz; 3 kw H&V; 100 m. Address: 12550 Brookhurst St., Ste. A, Garden Grove, CA 92640. Principal is owned by Linda Ross. Filed Oct. 25.

■ **Lompoc, CA** (BPH881020MB) Stuart McRae seeks 106.7 mhz; 1.65 kw H&V; 377 m. Address: 3225 Coral Rock Lane, Dallas, TX 75229. Principal is permittee of New FM on channel 267, South Fort Polk, LA. Filed Oct. 20.

■ **Mendota, CA** (BPED881021ME) Fresno-Merced Educational Foundation Inc. seeks 102.3 mhz; 3 kw H&V; 100 m. Address: 12550 Brookhurst St., Ste. A, Garden Grove, CA 92640. Principal is owned by Linda Ross. Filed Oct. 21.

■ **Dalton, GA** (BPH881025MD) Knight Radio Inc. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 63 Bay State Rd., Boston, MA 02215. Principal is owned by Norman Knight. It also owns WGIR-AM-FM Manchester, NH; WEZF(FM) Burlington, VT; Norman Knight owns 100% of Knight Communications Corp., licensee of WTAG(AM)-WSRS(FM) Worcester, MA. Knight also owns 100% of licensees of WHEB-AM-FM Portsmouth, NH and WSAR(AM) Fall River, MA. Filed Oct. 25.

■ **Dalton, GA** (BPH881026ME) Northwest Georgia Communications Inc. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 560 Randall St., Hixson, TN 37343. Principal is owned by John G. Pope and has no other broadcast interests. Filed Oct. 26.

■ **Dalton, GA** (BPH881026MD) North Georgia Radio Inc. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 809, Dalton, GA 30722. Principal is owned by Werner Wortsman, 40%; Robert D. Fowler, 15%; Lucia Smith, 15%; Otis A. and Martha L. Brumby, 7.5% jointly held; Earl T. and Bebe B. Leonard, 7.5% jointly held; and Louis S. and Myrna Whitake, 15%, jointly held. It also owns WBLJ(AM) Dalton, GA. Filed Oct. 26.

■ **Dalton, GA** (BPH881026MC) Lowrey Communications L.P. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 2016 Brookview Drive, Dalton, GA 30720. Principal is owned by Jean S. Lowrey, and has no other broadcast interests. Filed Oct. 26.

■ **Lynnville, IL** (BPH881026MF) Jerdon Broadcasting seeks 107.1 mhz; 3 kw H&V; 100 m. Address: 22 Arbor Dr., Jacksonville, IL 62650. Principal is equally owned by Jerry B. Symons and Donald W. Hamilton. Filed Oct. 26.

■ **Homer, LA** (BPH881026MB) NWLA Broadcasting Co. seeks 106.7 mhz; 50 kw H&V; 150 m. Address: 3712 Cornett Dr., Shreveport, LA 71107. Principal is owned by Alfred T. Moore, and has no other broadcast interests. Filed Oct. 26.

■ **Homer, LA** (BPH881026MA) Angela M. Segal seeks 106.7 mhz; 50 kw H&V; 150 m. Address: 4701 Willard Ave., Chevy Chase, MD 20815. Principal has no other broadcast interests. Filed Oct. 26.

■ **Homer, LA** (BPH881026MG) Fresh Radio seeks 106.7 mhz; 50 kw H&V; 150 m. Address: Box 555, Owensville, MO 65066. Principal is owned by Marcus D. Jones and has no other broadcast interests. Filed Oct. 26.

■ **Homer, LA** (BPH881026MH) MSC Communications Inc. seeks 106.7 mhz; 50 kw H&V; 150 m. Address: P.O. Box 272, Bastrop, LA 71221. Principal is owned by Henry Cotton. Cotton is president and director and 75% voting shareholder of North Delta Broadcasting Inc. KTRY-AM-FM Bastrop, LA. Filed Oct. 26.

■ **Moorhead, MN** (BPED881025M) Minnesota Public Radio Inc. seeks 90.3 mhz; 100 kw; 151 m. Address: 45 E. Eighth St., St. Paul, MN 55101. Principal is St. Paul based-group of one AM and six FM's headed by Joanne Von Blon. Filed Oct. 25.

■ **St. Peter, MN** (BPED881025MC) Minnesota Public Radio Inc. seeks 91.5 mhz; 8.5 kw; 183 m. Address: 45 E. Eighth St., St. Paul, MN 55101. Principal is St. Paul based-group of one AM and six FM's headed by Joanne Von Blon. Filed Oct. 25.

■ **Malone, NY** (BPH881116MA) North Country Broadcasting Co. seeks 96.5 mhz; 2.4 kw H&V; 110 m. Address: Porter Rd., Malone, NY 12953. Principal is owned by Mitchell C. Tackley, 99%; Katherine E. Tackley, .05%.

and Alice T. Pelkey, .05%. It also owns WICY(AM) Malone, NY. Filed Nov. 16.

■ **Eagle, TX** (BPCT881028) Juan Wheeler JR. seeks ch. 16; 12.7 kw; 85 m. Address: P.O. Box 788, Eagle Pass, TX 78852. Principal has no other broadcast interests. Filed Oct. 28.

■ **George West, TX** (BPH881019MB) Barrio Broadcasting Inc. seeks 104.1 mhz; 3 kw H&V; 100 m. Address: 201 Leming, Corpus Christi, TX 78405. Principal is owned by Laura G. Berlanga, 25.5%; Mary E. Gonzaba, 25.5%; Hugo Berlanga, 24.5%, and Jerry Gonzaba, 24.5%. Filed Oct. 19.

■ **Hartford, VT** (BPH881013MG) Higher Ground Broadcasting seeks 104.3 mhz; 2.0 kw H&V; 120 m. Address: One School St., P.O. Box 377, Hartford, VT 05047. Principal is owned by Upper Valley Christian Communications Fellowship Inc., and headed by William A. Wittik. It has no other broadcast interests. Filed Oct. 13.

■ **Hartford, VT** (BPH881013MH) Smith & Barr Communications Inc. seeks 104.3 mhz; 1.54 kw (H&V); 141 m. Address: RR #1, Box 793A, Woodstock, VT 05091. Principal is equally owned by Carol L. Barr and Joan Smith. Filed Oct. 13.

■ **Bedford, VA** (BPH881017MB) Tri-City Media Co. seeks 106.9 mhz; 0.181 kw H&V; 389 m. Address: P.O. Box 52, Greenville, SC 29602. Principal is owned J.R. McClure, and has no other broadcast interests. Filed Oct. 17.

■ **Peshigo, WI** (BPH881024MB) Good Neighbor Broadcasting Inc. seeks 96.1 mhz; 3 kw H&V; 89 m. Address: 413 Tenth Ave., P.O. Box 375, Menominee, MI 49858. Principal is owned by Gary R. Johnson, 46%, and Marshall Harris, 54%. It also owns WAGN(AM) Menominee, WI. Filed Oct. 24.

Actions

■ **Brownsburg, IN** (BPH880720MQ) Returned app. of Radio Associates Inc. for 101.9 mhz; 3 kw; 91 m. Address: c/o 107 Kathy Drive, Brownsburg, IN 46112. Principally owned by Odes E. Robinson Jr., Patricia A. McNeely, James E. McNeely, Wayne B. Cox, and Betty L. Cox. Action Nov. 22.

■ **Kingman, KS** (BPH880707MB) Returned app. of Parity Radio Corp. for 94.3 mhz; 3 kw H&V; 100 m. Address: 110 County Rd. 203, Cameron, TX 76520. Principal is owned by Fred Lundgren III, 90%, and Jerome Friemel, 10%. Action Nov. 22.

■ **Wilmore, KY** (BPH880726MA) Returned app. of Asbury College for 96.3 mhz; 3 kw H&V; 100 m. Address: 201 N. Lexington Blvd., Wilmore, KY 40390. Principally owned by Dennis Kinlaw, Bonita J. Banker, Charlie D. Fiskaux, and Norman Swanson. Action Nov. 22.

■ **Homer, LA** (BPH880705MG) Returned app. of Parity Radio Corp. for 99.9 mhz; 3 kw H&V; 100 m. Address: 110 County Rd. 203, Cameron, TX 76520. Principal is owned by Fred Lundgren III, 90%, and Jerome Friemel, 10%. Action Nov. 22.

■ **Plattsburgh, NY** (BPED870317MF) Dismissed app. of Northeast N.Y. Public for 91.9 mhz; 0.38 kw H&V; 260 m. Address: Telecommunications Council Inc., Box 617. Principal is nonprofit corporation headed by Gerald K. Bates. Action Nov. 22.

Facilities Changes

Applications

AM's

■ **Georgetown, DE**, WSEA 900 khz Nov. 22-MP (BP870722AJ) to increase night power to 4 kw.

■ **Chattahoochee, FL**, WTCL 1580 khz Nov. 28-Application for CP to change hours of op to unlit by adding night service with 2 kw; increase day power to 10 kw; install DA-N and make changes in ant. sys.

■ **Tampa, FL**, WQYK 1010 khz Nov. 21-Application for CP to modify augmentation of daytime DA pattern and change monitored radials for both daytime and nighttime.

■ **Ferris, TX**, KDFT 540 khz Nov. 25-Application for CP to add night service with 250 watts and make changes in ant. sys.

FM's

■ **Victorville, CA**, KVVQ-FM 103.1 mhz Nov. 9-Application for CP to make changes; ERP: 0.094 kw H&V; HAAT: 437 m H&V; TL: atop Quartzite Peak, 8.6 km N at 3.5 degrees True of Victorville, CA.

■ **Micanopy, FL**, WGGG-FM 97.7 mhz Nov. 3-Application for CP to make changes; ERP: 1.25 kw H&V; HAAT:

151 m H&V; change antenna supporting-structure height.

■ Punta Gorda, FL. WQLM-FM 92.7 mhz Nov. 15-MP (BPH8803161B) to change HAAT: 150 m H&V.

■ Sioux Center, IA. KVDB-FM 94.3 mhz Nov. 15-Application for CP to make changes; FREQ: 93.9mhz (Per Doc #88-165); ERP: 50 kw H&V; HAAT: 150 m H&V; TL: Rd B-40, E of Rd K-30, 10.5 km W of Sioux Center, IA; change to class C2.

■ Fairhaven, MA. WBSM-FM 107.1 mhz Nov. 8-MP (BPH860902MH) for changes; ERP: 2.4 kw H&V; HAAT: 106 m H&V; TL: Pope's Island, US Hwy 6, New Bedford, MA.

■ Newport, OR. KYQT 102.5 mhz Nov. 14-MP (BPH870331JB) for changes; FREQ: 102.7mhz (Per Doc #87-395); ERP: 99.2 kw H&V; HAAT: 274 m H&V; change to class C1.

■ Tullahoma, TN. WKQD-FM 93.3 mhz Nov. 3-MP (BPH880208IC) to make changes; HAAT: 299 m H&V; change antenna supporting-structure height.

■ Kilgore, TX. KKTG-FM 95.9 mhz Nov. 14-Application for CP to make changes; FREQ: 96.1 mhz (Per Doc #87-73); ERP: 31.7 kw H&V; HAAT: 189 m H&V; TL: 0.6 km NE of jct of Lee Rd and County Rd 2276, Rusk Co. TX; change to class C2.

■ Tracy, CA. KYBB 100.9 mhz Nov. 17-Application for CP to make changes; HAAT: 100 m H&V; TL: 14.2 km S of Tracy, CA at 174 degree True.

■ Elwood, IN. WBMP 101.7 mhz Nov. 17-MP (BPH860801ID) for changes; HAAT: 100 m H&V; TL: 152 meters SW of intersec of Main St and Road 100 West (County Line Rd), Elwood City, IN.

■ Temple, TX. KPLE 104.9 mhz Nov. 15-Application for CP to make changes; FREQ: 104.3mhz (Per Doc #86-442); ERP: 26.3 kw H&V; HAAT: 214 m H&V; TL: 2.5 miles W of intersec of I-35 and Texas FM-2484, near Salado, TX; class: C2.

■ Belpre, OH. WCVV 89.5 mhz Nov. 15-Application for CP to make changes; ERP: 3 kw H&V; HAAT: 20 m H&V; correct coordinates: 39 17 11N 81 34 13W

■ Corpus Christi, TX. KFGG 88.7 mhz Nov. 15-MP (BPH870720MC) to make changes; ERP: 5 kw H&V; HAAT: 261 m H&V.

TV's

■ La Grande, OR. KTVR ch. 13 Nov. 21-Application for CP to chg ERP-VIS: 7.2 kw; HAAT: 2581 ft; ANT: Mt. Fanny, 15 km NE of Union, OR; 45 18 34.6N 117 43 57.2W.

■ Fort Worth, TX. KFWD ch. 52 Nov. 17-MP (BPCT850108KN) to change ERP-VIS: 5000 kw; HAAT: 328 m; ANT: Bogner BUH-32 Pattern C; TL: near 3900 Barnett St. Ft Worth, TX; 32 45 01N 97 16 07W

Actions

AM's

■ Montezuma, GA. WMNZ 1050 khz Nov. 30-Application (BP880525AI) granted for CP to change TL: at end of Short St. Montezuma, Macon Co, GA; 32 17 53N 84 02 02W.

■ Honolulu, HI. KLHT 1040 khz Nov. 30-Application (BP880926AF) granted for CP to change TL: 1136 12th Ave. Honolulu, HI and reduce power to 5 kw Day and Night.

■ Pontiac, MI. WPON 1460 khz Nov. 21-Application (BP880721AF) granted for CP to change city of lic to Walled Lake, MI; increase night power to 820 watts; make changes in ant. sys. and change TL to: 0.35 km NE of intersec of Benstein and Loon Lake Rds, Walled Lake, MI; 42 32 38N 83 29 58W.

■ Richmond, VA. WLEE 1480 khz Nov. 22-Application (BMP870526AD) granted for MP (BP851112AH) to reduce nighttime power to 600 watts and make changes in ant. sys.

■ Fort Wayne, IN. WFCV 1090 khz Nov. 23-Application (BMP880603AH) granted for CP to make changes in ant. sys.; TL: NW corner of Parrott and South River Rds, New Haven, IN; 41 04 41N 85 02 30W.

■ Reno, NV. KISK 1550 khz Nov. 23-Application (BMP880524AC) granted for MP (BP811124BL, as mod) to make changes in ant. sys.; reduce power from 10 kw to 2.5 kw and change from DA to ND.

■ Manti, UT. KMTI 1590 khz Nov. 23-Application (BP870330AM) granted for CP to change FREQ to 650khz; change power to 0.9 kw/2.0 kw, DA-2; TL: 3.22 km N of center of Manti on Cemetery Lane, Manti, UT; 39 17 39N 111 38 13W.

■ Blackshear, GA. WGIA 1350 khz Nov. 28-Application (BP871117AC) granted for CP to increase power to 5 kw

and make changes in ant. sys.

FM's

■ Iron River, MI. WIKB-FM 99.3 mhz Nov. 22-Application (BPH881018IF) granted for CP to make changes; FREQ: 99.1mhz (Per Doc #87-592); ERP: 50 kw H&V; HAAT: 150 m H&V; class: C2.

■ Defiance, OH. WZOM 105.9 mhz Nov. 22-Application (BMPH880809IG) granted for MP (BPH870908MR) to make changes; HAAT: 100 m H&V; TL: 91 meters S of Bowman Rd. 0.32 km E of Williams Rd. Defiance Twp. Defiance Co. OH.

■ Carbondale, PA. WSGD-FM 94.3 mhz Nov. 22-Application (BPH881014IH) granted for CP to change ERP: 0.52 kw H&V.

■ Evansville, WI. WEBU 105.9 mhz Nov. 22-Application (BMPH880627IC) granted for MP (BPH871013MG) to make changes; ERP: 1.2 kw H&V; HAAT: 154 m H&V.

■ Jacksonville, FL. WCRJ-FM 107.3 mhz Nov. 23-Application (BPH881017ID) granted for CP to make changes; HAAT: 215 m H&V; TL: Hogan Rd near Pottsborg Creek, Jacksonville, FL; class: C1.

■ Waverly, TN. WVRV 104.9 mhz Nov. 23-Application (BPH880527IC) granted for CP to make changes; FREQ: 105.1mhz (Per Doc #86-325); ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 1.9 km S of US 70 on E side of McEwen-Bold Springs Hwy. Humphreys Co. TN; class: C2.

■ Colusa, CA. KKLK 96.5 mhz Nov. 22-Application (BMPH880301IB) dismissed for MP (BPH851115MC) to make changes; ERP: 0.88 kw H&V; HAAT: 3 m H&V; TL: 542 Market St. Colusa, CA; make changes in ant. sys.; 39 12 53N 122 00 27W.

■ New Ulm, MN. KXLP 93.1 mhz Nov. 29-Application (BPH880718IC) granted for CP to make changes; HAAT: 148.5 m H&V; TL: approx 3.2 km NE of Hwy 60, Lake Crystal, MN.

TV

■ Racine, WI. WJJA ch. 49 Nov. 30-Application (BMPCT840629KF) granted for MP (BPCT811002KF) to make changes; ERP-VIS: 2618.2 kw, 2618.2 kw-AUR; HAAT: 526.4 kw; ANT: Cetec Corp JZZ3D3; TL: Marc Plaza Hotel on Wisc. Ave between 5th and 6th St. Milwaukee, WI; 43 02 20N 87 55 04W. *Amended 9-18-88 to change TL: 401 E Oakwood Rd, Milwaukee Co. WI; antenna supporting-structure height: 42 51 18N 87 50 41W.

Actions

■ Harrison, OH. Designated for hearing, nine mutually exclusive applications for new FM station on channel 282A (104.3 mhz) at Harrison. (MM docket 88-535 by order [DA 88-1763], adopted Nov. 8 by chief, Audio Services Division, Mass Media Bureau.)

■ Kingstree, SC. Designated for hearing, mutually exclusive applications of Williamsburg County Broadcasting Corp. and South Carolina Radio Fellowship for new FM station on channel 231A (94.1 mhz) at Kingstree. (MM docket 88-536 by order [DA 88-1764], adopted Nov. 8 by chief, Audio Services Division.)

■ Lynchburg, VA. Designated for hearing, mutually exclusive applications of Lynchburg Radio Limited Partnership, Roane Valley Cellular Telephone Co., Lynchburg Radio Broadcasting, Central Virginia Broadcasters and Friendship Broadcasting Corp. for new FM station on channel 290A (105.9 mhz) at Lynchburg. (MM docket 88-539 by order [DA 88-1765], adopted Nov. 8 by chief, Audio Services Division.)

■ KRGL(AM) Myrtle Creek, OR, ordered to show cause why its license should not be revoked (report MM-357, Mass Media action). Ordered Jack E. Ondracek, licensee of KRGL(AM) Myrtle Creek, OR to show cause why station's license should not be revoked. Action by commission Dec. 2, by order to show cause and notice of apparent liability (FCC 88-394).

■ FCC Amends Rules to Revise Tables of Antenna Standards (CC docket 87-47, report DC-1296, action in docket case). Amended its rules to provide for minimum antenna gain of 34.0 dbi for 10550-10565 mhz and 10615-10630 mhz segments of 10550-10680 mhz band; and to provide for new side lobe suppression standards for antennas with minimum gain of 34.0 dbi. Action by commission Nov. 29 by R/O (FCC 88-390).

■ Michigan Ohio Broadcast Stations. Granted license renewal applications of WSFJ(TV) Newark, OH and placed reporting conditions on renewal applications of WUAB(TV) Lorain, OH; WXMI(TV) Grand Rapids, MI, and WGVC(TV) Grand Rapids, MI. (By MO&O [FCC 88-

384], adopted Nov. 17 by commission.)

■ Shared Telecommunications Service. Terminated this proceeding concerning regulatory issues involved in development of shared Telecommunications Service systems and associate effects on potential resale of local service, local exchange rates, and state regulation of STS implementation. (CC docket 86-9 by R/O [FCC 88-352] adopted Oct. 31 by commission.)

■ FCC Affirms Grant of North Bay Television's Application for New TV Station at Novato (CA MM docket 85-328, report DC-1293, action in docket case). Affirmed Review Board decision granting application of North Bay Television Inc., for new TV station on ch. 68 at Novato, CA, and denying applications of Magdalene Gunden Partnership and Marin TV Services Partners, Limited. Action by commission Nov. 28 by order (FCC 88-387).

■ Community of License. Proposed allowing licensee or permittee to ask for amendment to FM and TV tables of allotments and modification of license accordingly without placing its existing authorization at risk, regardless of whether it involves change in transmitter site, change in class of channel, or both. (MM docket 88-526, by NPRM [FCC 88348], adopted Oct. 28 by commission.)

■ Program Exclusivity. On request of Southern Broadcast Corp. of Sarasota, WMUR-TV Inc. and United Communications Corp., extended time for filing comments in this proceeding. Comments are now due Jan. 17, replies are due Feb. 3 (gen. docket 87-24 by order [DA 88-1852] adopted Nov. 30 by chief, Mass Media Bureau).

■ Pension and Depreciation Reports. Amended rules to require reports on benefit plans and depreciation rates only from dominant carriers with operating revenue of \$100 million or more. (CC docket 87-134 by R/O [FCC 88-357] adopted Nov. 3 by commission.)

■ Strategic Pricing. Completed main phase of investigation of strategic pricing of special access services, one of number of special access issues under investigation in CC docket 85-166. (CC docket 85-166, Phase II, Part 1 by MO&O [FCC 88-321] adopted Oct. 13 by commission.)

■ Los Angeles. Granted applications to assign licenses of KFAC(AM) Los Angeles from Classic Communications of Los Angeles L.P., to Lotus Communications Corp., and KWKW(AM) Pasadena, CA, from Lotus to Classic to PD&G Pacific Rim Broadcasting Corp. (By letter, adopted Nov. 17 by chief, Audio Services Division, Mass Media Bureau.)

■ Smyrna, DE. Granted Kent County Radio Limited Partnership's application for new FM station at Smyrna and denied competing applications of Baltimore Radio Show Inc.; First State Broadcasting Inc.; Smyrna Broadcasters Limited Partnership, and Central Delaware Broadcasting Co. (MM docket 87-65 by initial decision [FCC 88D-37] issued Nov. 7 by ALJ Joseph Chachkin.)

■ Lansing, MI. Affirmed Mass Media Bureau's action granting Benko Broadcasting Co.'s request for extension of time to construct WLAI-TV at Lansing and granted Benko six months extension. (By MO&O [DA 88-1806] adopted Nov. 14 by chief, Video Services Division, Mass Media Bureau.)

■ Morton, WA. Designated for hearing application of Morton Broadcasting for new commercial television on ch. 39 at Morton. (MM docket 88-529 by order [DA 88-1732], adopted Oct. 31 by chief, Video Services Division.)

■ Kansas City, MO. Granted Kansas City Youth for Christ Inc. short-term license renewal, until June 1, 1990, for KYFCTV Kansas City, subject to Equal Employment Opportunity reporting conditions. It also imposed monetary forfeiture of \$10,000 for willful and repeated violations of EEO rules during Feb. 1, 1983 and Feb. 1, 1988 license term. (By MO&O and notice of apparent liability [FCC 88-369], adopted Nov. 9 by commission.)

■ DBS Systems. Granted requests by United States Satellite Broadcasting Co. Inc. and Dominion Video Satellite Inc., for extension of time, until Dec. 4, 1992, to build and operate their direct broadcast satellite systems. (By MO&O [FCC 88-383], adopted Nov. 17 by commission.)

■ GE American Communications Inc. Assigned orbital arc segments that will permit satellite operator to provide high power density services in 1214 ghz fixed-satellite frequency bands; and denied GE Americom's application to modify its K-3 and K-4 satellites. (By MO&O [FCC 88-359], adopted Nov. 3 by commission.)

By Review Board on dates shown:

■ Mt. Vernon, KY (William S. Daugherty III, and Rockcastle Broadcasting) FM proceeding. Scheduled oral argument for Dec. 9 at 10 a.m., Room 235, 2000 L St., N.W., on exceptions to Initial Decision of Deputy Chief ALJ James F. Tierney (FCC 88D-25, released Aug. 16) granting application of Rockcastle Broadcasting for new FM station on channel 275A (102.9 mhz) at Mt. Vernon, denying

compe ing application of William S. Daugherty III. Each party has 20 minutes for argument. Daugherty may reserve part of his time for rebuttal. (By letter, Nov. 10, MM docket 87-497.)

■ Las Vegas (Valley Broadcasting Co. [KVBC(TV)] and William H. Hernstadt, et al.) TV proceeding. Scheduled oral argument for Dec. 16 at 10 a.m., Room 235, 2000 L St., N.W., on exceptions to initial decision of ALJ Joseph Stirmer [FCC 88D-24, released Aug. 17] granting application of Valley Broadcasting to renew license of KVBC-TV, ch. 3, Las Vegas, denying application of William H. Hernstadt, et al., for new construction permit. Each party has 20 minutes for argument. Hernstadt, et al., may reserve part of their time for rebuttal. (By letter, Nov. 16, MM docket 85-228.)

By chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Tuskegee, AL (Hefty Communications Ltd., et al.) TV proceeding. Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Jan. 19 and hearing for Feb. 21, 1989. (By order, Nov. 18, MM docket 88-488.)

■ Vallejo, CA (Stockholders of Pan Pacific Television Inc. [KPST-TV] and Silver King Broadcasting of Northern California Inc.) TV proceeding. Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for Jan. 18 and hearing for Feb. 17, 1989. (By order, Nov. 16, MM docket 88-514.)

■ Goodlettsville, TN (Goodlettsville Broadcasting Co. Inc., et al.) FM proceeding. Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Jan. 18 and hearing for Feb. 17, 1989. (By order, Nov. 16, MM docket 88-487.)

By deputy chief ALJ James F. Tierney on dates shown:

■ Kings Beach, CA (McGee/Castillo Communications, et al.) FM proceeding. Approved settlement agreement between McGee/Castillo Communications, and California Broadcasting Co. Inc., and dismissed with prejudice application of California Broadcasting Co., and approved settlement agreement between McGee/Castillo and Kidd Communications and dismissed with prejudice application of McGee/Castillo Communications; granted application of Kidd Communications for new FM station on channel 299A (107.7 mhz) at Kings Beach; and terminated proceeding. (By MO&O, Nov. 23, MM docket 88-274.)

■ Batavia, NY (Genesee Communications Inc. and M&M Partnership) TV proceeding. Approved settlement agreement and dismissed with prejudice application of M&M Partnership; granted application of Genesee Communications Inc. for new UHF television station on ch. 51 at Batavia, and terminated proceeding. (By MO&O, Nov. 17, MM docket 86-48.)

■ Fajardo, PR (Hector Nicolau, et al.) TV proceeding. Granted requests by East Coast Telecasters Co. L.P. and Damarys de Jesus and dismissed with prejudice application of Hector Nicolau for failure to prosecute. (By order, Nov. 23, MM docket 88-327.)

■ Brookfield, WI (Donald E. Hilgendorf and TranBroadcasting Corp.) FM proceeding. Granted request for summary decision by Donald E. Hilgendorf and resolved air hazard issue in his favor. (By MO&O, Nov. 15, MM docket 88-17.)

By ALJ Joseph Chachkin on dates shown:

■ Enfield, CT (IBC Woodside Associates Limited Partnership, et al.) FM proceeding. Granted request by FM Enfield Limited Partnership and dismissed its application with prejudice. (By order, Nov. 15.)

■ Raleigh, NC (Rem Malloy Broadcasting, et al.) FM proceeding. Granted request by Holy Spirit FM Limited Partnership and dismissed its application with prejudice. (By order, Nov. 22, MM docket 88-306.)

By ALJ John M. Frysiaak on dates shown:

■ Fenwick Island, DE (Key Broadcasting Corp., et al.) FM proceeding. Concluding that her application best served public interest, granted application of Gloria J. Fernandez-Pereyo Merryman for new FM station on channel 221A (92.1 mhz) at Fenwick Island, denied applications of Key Broadcasting Corp., Fenwick Island Broadcast Limited Partnership and Fenwick Island Communications Inc. (By initial decision, FCC 88D-36, Nov. 1, MM docket 87-236.)

■ Springfield, FL (Randall R. Wahlberg, et al.) FM proceeding. Granted request by Charles A. McClure and dismissed his application with prejudice. (By order, Nov. 16, MM docket 88-395.)

■ Spencer, OK (Lift Him Up Outreach Ministries Inc., et al.) FM proceeding. Dismissed with prejudice applications of Lift Him Up Outreach Ministries and Jackson Broadcasting Ltd. for failure to prosecute. (By order, Nov. 16, MM docket 88-431.)

By ALJ Joseph P. Gonzalez on dates shown:

■ Paradise Valley, AZ (Camelback Radio Broadcasters L.P., et al.) FM proceeding. Dismissed with prejudice application of Paradise Valley Associates Limited Partnership for failure to prosecute. (By order, Nov. 21, MM docket 88-410.)

■ Columbia, LA (Woods Communications Group Inc., et al.) TV proceeding. By separate orders, granted requests by Richard William Wainwright and Lanford Telecasting Co., Inc. and dismissed their applications with prejudice. (By order, Nov. 14, MM docket 88-183.)

■ Nolanville, TX (Oliver Kelley and Mary Ann Kelley, joint tenants with right of survivorship, et al.) FM proceeding. Memorialized dismissal of applications of Comanche Gap Wireless Co. and Kitty Young with prejudice. (By order, Nov. 15, MM docket 88-401.)

By ALJ Edward J. Kuhlmann on dates shown:

■ Oxford, AL (Calhoun County Broadcasters Inc., et al.) FM proceeding. Approved joint request for settlement agreement by Calhoun County Broadcasters Inc., Oxford Broadcasting, Ltd., Cheaha Associates, and Woodard Broadcasting Co. Inc. and dismissed with prejudice applications of Calhoun, Oxford, and Cheaha. (By MO&O, Nov. 4, MM docket 87-578.)

■ Newberry, FL (Newberry Broadcasting Corp., et al.) FM proceeding. Granted request by Newberry Broadcasting Corp. and dismissed with prejudice application of New Sound Radio Limited Partnership; granted request for summary decision by Robert A. Adamson and resolved air hazard issue in his favor. (By MO&O, Nov. 21, MM docket 88-303.)

■ Evansville, IN (Randolph Victor Bell, et al.) FM proceeding. Granted request by Randolph Victor Bell and dismissed his application with prejudice; dismissed with prejudice applications of M. Elaine Hulse and William S. Horn, partnership; Gail Dunn Broadcast Associates, and S. J. Kissinger Co. for failure to prosecute. (By MO&O, Nov. 18, MM docket 88-403.)

■ Hammond, LA (Pontchartrain Broadcasting Co. Inc. and Florida Parishes Television Ltd., Partnership in Commendam) TV proceeding. Because of Pontchartrain Broadcasting's quantitative and qualitative integration proposal, granted its application of new UHF commercial television station on ch. 62 at Hammond; denied competing application of Florida Parishes Television Ltd. (By initial decision, FCC 88D-40, Nov. 18, MM docket 87-342.)

By ALJ Edward Luton on dates shown:

■ Morganton, NC (GNOL Broadcasting Inc. and R.L. Bush Jr.) TV proceeding. Granted application of GNOL Broadcasting for new commercial television station at Morganton; denied application of R.L. Bush Jr. (By initial decision, FCC 88D-39, Nov. 10, MM docket 87-82.)

■ Scotland Neck, NC (WYAL Radio Inc., et al.) FM proceeding. Granted request by Michael R. Bland and dismissed his application with prejudice. (By order, Nov. 15, MM docket 88-338.)

By ALJ Walter C. Miller on date shown:

■ Mableton, GA (Mableton Broadcasting Co. Inc., et al.) FM proceeding. Granted request by Golden Eagle Broadcasting Inc. and dismissed its application with prejudice. (By order, Nov. 14, MM docket 88-400.)

By ALJ Richard L. Sippel on dates shown:

■ Mobile, AL (Evangel Christian School Inc. and Go Forth Media Inc.) FM proceeding. Approved joint request for settlement and dismissed with prejudice application of Go Forth Media; granted application of Evangel Christian School for new FM station on channel 203 (88.5 mhz) at Mobile, and terminated proceeding. (By MO&O, Nov. 3, MM docket 88-87.)

■ Baton Rouge (Real Life Educational Foundation of Baton Rouge Inc., et al.) ED-FM proceeding. Granted request by Radio For Blind & Print Handicapped Inc. and dismissed its application with prejudice. (By order, Nov. 22, MM docket 88-308.)

By ALJ Joseph Stirmer on date shown:

■ Madisonville, TX (Oara Inc., et al.) FM proceeding. Dismissed with prejudice application of Michael C. Glitsch for failure to prosecute. (By order, Nov. 17, MM docket 88-454.)

■ William A. Dodd Jr., denied review of staff decision reinstating 12 SMR channels in Washington area to Motorola Inc. (By MO&O [FCC 88-362] adopted Nov. 4 by commission.)

■ William Bransford, Denied review of staff decision to deny Bransford's FOIA request for all commission records and information relevant or pertaining to decision to conduct investigation or examination of FCC's EEO branch. (By MO&O [FCC 88-370], adopted Nov. 14 by commission.)

Allocations

■ Fort Mohave, AZ. Dismissed petition of Ft. Mohave Broadcasting requesting allotment of FM channel 296C2 (107.1 mhz) to Fort Mohave, AZ. (MM Docket 88-132 by R&O [DA 88-1769] adopted Oct. 27 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Tolleson, AZ. Granted Estrella Communications Limited Partnership's motion to amend its application for new UHF TV station at Tolleson. (MM Docket 85-182 by order [FCC 88R-63] adopted Nov. 8 by Review Board.)

■ San Clemente, CA. Affirmed allotment of channel 285A (104.9 mhz) to San Clemente, CA. (MM Docket 84-442 by MO&O [FCC 88-349] adopted Oct. 28 by Commission.)

■ Marion, MS. At request of Marion Broadcasting Company, Inc., proposed substituting channel 236C2 (95.1 mhz) for channel 236A at Marion and modifying license for WQIC(FM) to specify operation on C2 channel. Comments due Jan. 9, replies January 24. (MM Docket 88-525 by NPRM [DA 88-1770] adopted Oct. 27 by deputy chief, Policy and Rules Division.)

■ Apache Junction, AZ. Effective Jan. 12, substituted channel 296C2 (107.1 mhz) for channel 296A at Apache Junction and modified license of KVVA-FM to specify operation on new channel. (MM docket 87-506 by R&O [DA 88-1798] adopted Nov. 4 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Arizona City, AZ. Denied Alpha Group's request to substitute channel 293C2 (106.5 mhz) or channel 293A for channel 292A (106.3 mhz) at Arizona City. (MM docket 87-543 by R&O [DA 88-1799] adopted Nov. 4 by deputy chief, Policy and Rules Division.)

■ Cordova, AL, et al. Effective Jan. 13, amended FM table as follows: allotted channel 291A (106.1 mhz) to Hartselle, AL as its first local FM service; substituted channel 225C2 (92.9 mhz) for channel 224A (92.7 mhz) at Tuscaloosa, AL and modified license of WTUG(FM) accordingly; substituted channel 237A (95.3 mhz) for channel 225A at Cordova and modified license of WFFN(FM) accordingly; substituted channel 253C2 (98.5 mhz) for 296A (107.1 mhz) at Linden, AL and modified the license of WIDL(FM) accordingly; substituted channel 248A (97.5 mhz) for channel 280A (103.9 mhz) at Marion, AL and modified license of WJAM-FM accordingly; substituted channel 227C2 (93.3 mhz) for channel 228A (93.5 mhz) at Evergreen AL and modified license of WJJK-FM, accordingly; substituted channel 293C2 (106.5 mhz) for channel 292A (106.3 mhz) at Demopolis, AL and modified license of WZNF(FM) accordingly; substituted channel 292C2 for channel 292A at Sheffield, AL and modified license of WBTG-FM; substituted channel 280C2 for channel 280A at Columbus, MS and modified license of WACR-FM. Filing window for channel 291A at Hartselle will open Jan. 17 and close Feb. 17. (MM docket 87-451 by R&O [DA 88-1812] adopted Nov. 1 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Clarksville and Lanesville, IN. Comments sought on optional proposals to allot channel 226A (93.1 mhz) to Lanesville or Clarksville, as first local broadcast service to either community. Comments due Jan. 20, replies Feb. 6. (MM docket 88-533 by NPRM [DA 88-1813] adopted Nov. 1 by deputy chief, Policy and Rules Division.)

■ Webster City, IA. Denied Gorich Radio Corp.'s request for extension of time to file reply comments concerning proposal to amend FM table for Webster City. (MM docket 88-369 by Order [DA 88-1841] adopted Nov. 25 by the deputy chief, Policy and Rules Division)

■ Aberdeen, MS. Effective Jan. 13, substituted channel 287A (105.3 mhz) for channel 288A (105.5 mhz) at Aberdeen and modified the license of WWZQ-FM to specify new channel. (MM docket 88-234 by R&O [DA 88-1814] adopted Nov. 1 by deputy chief, Policy and Rules Division)

■ Yazoo City, MS and Rayville, LA. At request of St. Pe' Broadcasting, Inc., proposed substituting channel 221C2 (92.1 mhz) for channel channel 221A at Yazoo City and modifying license of WJNS(FM) to specify higher class channel; and substituting channel 222A (92.3 mhz) for channel 221A at Rayville. Comments due Jan. 20, replies Feb. 6. (MM docket 88-532 by NPRM adopted Oct. 28 by deputy chief, Policy and Rules Division)

■ Burlington, KS. Allotted channel 237A (95.3 mhz) (MM docket 87-419, DA 88-1818.)

■ Rozel and Ness City, KS. Allotted channel 285A (104.9 mhz) to Ness City and channel 254A (98.7 mhz) to Rozel (MM docket 87-299, DA 88-1815.)

■ Bastrop, LA. Substituted channel 230C2 (93.9 mhz) for channel 232A (94.3 mhz); modified license of KTRY-FM Bastrop, accordingly (MM docket 87-242, DA 88-1816.)

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Applications

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WOSB Silver Broadcasting Limited Partner-
 ship, Irondequoit, NY
 WEFR Family Stations Inc., Erie, PA
 WWIS-FM WWIS Radio Inc., Black River Falls, WI

New TV

WMEI Hector Negroni, Cartagena, Arecibo,
 PR

Existing AM's

WZRR WLTB Dick Broadcasting Co. of Ala-
 bama, Birmingham, AL
 KLBO KVKM KLBO Inc., Monahans, TX

Existing FM's

KXMX KHOT-FM Madera Broadcasting Inc.,
 Madera CA

Grants

New AM

KBET Canyon Broadcasters Inc., Canyon
 Country, CA

New FM's

KJIW-FM Elijah Mondy Jr., West Helena, AR
 KBSW Idaho State Board of Education, Twin
 Falls, ID
 WLYU Thompson Radiobroadcasting Co.,
 Lyons, GA
 KFND R&D Partners, Opelousas, LA
 WKHJ Roger Lee Ruff, Mountain Lake Park,
 MD
 WCMZ-FM Central Michigan University, Sault
 Saint Marie, MI
 KLTW Contemporary Communications,
 Great Falls, MT
 WOWB Gary Van Veghten, Little Falls, NY

Existing AM's

WSKN WIQR Canterbury Broadcasting Corp.,
 Prattville, AL
 KJIW KWHA Elijah Mondy Jr., West Helena,
 AR
 WSTG WDAK Solar Broadcasting Co., Inc.,
 Columbus, GA
 WJMW WHLM Magee Industrial Enterprises,
 Inc., Bloomsburg, PA

Existing FM's

WWSF WKYD-FM CR Broadcasting Partner-
 ship, Andalusia, AL
 WGNE-FM WSCF Frazer Broadcasting Corp., Ti-
 tusville, FL
 WNSD WKLK-FM Minnesota Public Radio,
 Cloguet, MN
 WKYJ WSMU-FM Starkville Broadcasting
 Co., Starkville, MS
 WBMW WBYP Casciani Communications Inc.,
 Weatherfield, NY
 WHLM WHLM-FM Magee Industrial Enter-
 prises Inc., Bloomsburg, PA
 KHTR KQQQ-FM Radio Palouse Inc., Pull-
 man, WA

Existing TV

WFLA-TV WXFL Tampa Television Inc., Tampa,
 FL

Note: Grant of the call sign for the AM station
 WESR to WAYL has been set aside. WESR remains
 assigned.

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RADIO

HELP WANTED MANAGEMENT

General manager: Needed for very successful FM station on the East Coast. Strong radio sales background needed, able to manage talented staff of approximately 50 people. Growth opportunity and community oriented involvement. Send resume to Box O-45. EOE.

General sales manager sought for prime single-station medium market in Litchfield County, Connecticut. Successful candidate will have strong track record, positive attitude, and ability to hire, train, and motivate staff. Tremendous growth potential. Send resume, earnings requirements, and references to Michael Collins, President, WSWG, PO Box 657, Torrington, CT 06790. EOE.

Managment: Booming regional FM, beautiful central New England market seeks experienced sales pro for local sales manager. Call 800-242-WYRY, 603-336-5000. WYRY, 130 Martell Ct., Keene, NH 03431. EOE/M/F.

Sales manager: Excellent list, growing economic area. Looking for experienced salesperson. Beautiful Marysville, CA. Send resumes to Mr. Leary, KRFD FM&AM, PO Box 631, Marysville, CA 95901. EOE.

Shirt sleeve GM to take control of NC daytimer, financed purchase possible. 804-685-3128, 9AM to 4PM, Monday-Friday. EOE.

Sales manager. Mid-Atlantic AMFM combo in search of individual with strong local sales management history to lead a staff of eight. Experience a must. Base salary plus override. Resume and references to Box P-9. EOE.

General manager sought by major group for highly competitive, large West Coast market. Must have previous general manager experience, strong sales background, and good expense control and budgeting background. Submit letter with employment and salary history to Box P-5. EOE.

General sales manager: Mid-Atlantic state, competitive market. Must have experience over FM/AM operation. Must possess training skills. Stations are sold separately. Will also handle regional account list. Fantastic opportunity for a success driven person. Great company, first rate compensation. Equal opportunity employer. Send resumes to Box P-3.

LSM for highly rated, Easy Listening station. Must be a positive, creative and motivated "coach" with a successful track record in local sales. Send resume, sales and management philosophies and salary requirements to: Kay Sterling, WVEZ Radio, 219 McFarland, Cincinnati, OH 45202. EOE. No calls, please.

Business manager: Duchossois Communications is seeking an aggressive business manager for the Annapolis, MD/Washington, DC market. Responsibility for all financial statement preparation, billing, A/P, credit & collection, personnel and general business administrative duties. Qualifications include at least 3-5 years in the business department of a radio or television station, a working knowledge of computerized traffic and accounting systems. Excellent communications skills and Bachelors degree in Accounting. Previous experience in a start-up operation is also preferred. Submit a resume & salary history to: Alan Hay, WHFS/WNAV Radio, PO Box 829, Annapolis, MD 21404. EOE/M/F.

General manager for small Rocky Mountain market. Want strong sales oriented individual who will get out and lead sales effort. Send reply to Box P-34. EOE.

Crown Broadcasting, a young, dynamic radio group with stations in California and Colorado is expanding. Want to interview experienced people for programming, sales, administrative and management positions. We offer great benefits and opportunity for advancement. Needed immediately, an experienced sales manager for medium market AMFM. Send to Crown Broadcasting, 5721 Magazine Street, Suite 143, New Orleans, LA 70115. EOE.

General sales manager for Mid-Western full-time Gospel station. Must carry a list and develop sales force. Ratings are up. Our competition does 2 million. Complete resume and salary requirements. EOE. Box P-30.

Excited about 1989? You could be as general sales manager of rapidly growing AM-FM in attractive Connecticut market! We seek a leader with enthusiasm, intelligence, creativity and street-savvy to achieve sales potential of new facilities. Connecticut and New York agency relationships an asset. Stock options on table. Please send more than resume to Box P-36. EOE M/F.

Business Manager: FM in Jacksonville, FL (will not relocate). Accounting degree and 3+ years industry experience required. Candidate should have management skills and be self-motivated. Box P-43. EOE.

HELP WANTED SALES

Sales manager: Beacon Broadcasting has opening for Religious program sales manager for its Caribbean and Pacific super power radio stations. Live and work in Louisville, (Denver) Colorado. Applicants must have proven sales record in broadcasting. Send resume to Bill Kilchen, President, Beacon Broadcasting, P.O. Box 160, Louisville, CO 80027. EOE.

Z102/WSGA is looking for an AE to work and live in beautiful Savannah, GA. Great opportunity to grow with a progressive broadcasting co. and sell for a top rated combo. Resume, photo, and cover letter to GSM, Box 8247, Savannah, GA 31412. EOE.

Radio sales and sales management positions available. Excellent potential. Positions in NH, VT, and Upstate NY. Terrific quality of life. Resume to Ray Garon, Box 1010, Newport, NH 03773. EOE.

Now accepting applications for sales, programming and sales management. TK West, 5217 Ross Ave., Dallas, TX 75206. Attn: Bob Reich. EOE

Rookie wanted. Experience helpful but not necessary. You'll be instructed with one of the best retail sales training programs in the country! If you're a radio sales diamond in the rough, send your resume to Michele Allen, 4646 40th St., NW, Washington, DC 20016. EOE/M/F.

Urban Contemporary leader in Louisiana looking for experienced sales consultant. Management potential preferred. Must have excellent track record and desire a career with growth oriented company. Call John Wilson, General Manager, 318-322-1491. EOE.

Immediate opening for top sales manager AM/FM combination in beautiful Southwest LA. Must have proven track record. Good salary and override. Send resume and references to Albert Johnson, P.O. Box 1725, Lake Charles, LA 70602. EOE.

Local sales manager - for California Central Coast A/C FM in market of 175,000. Solid track record in radio retail sales. Strong leadership abilities required. Management growth potential. Resume to KBOX-FM, P.O. Box 518, Santa Maria, CA 93456. EOE.

Top list available for experienced account executive in Philadelphia, 4th biggest market. Need a star that can sell agencies and sell directs. Send resume to: Box P-45. EOE.

Aggressive salesperson wanted for leading Adult station in the Hamptons. Strong retail background a must. Sell ME today and join our team tomorrow. Call Jeff Kimmel, GSM, WBAZ-FM. 516-765-1017. EOE.

PLEASE NOTE: When answering a blind box ad, you MUST reference the letter and number of the box as shown in the ad. No tapes.

HELP WANTED ANNOUNCERS

Established Midwest AM/ FM has great opportunity for newperson with minimum one year experience. Afternoon shift plus Saturday mornings. Lots of community involvement. Send air check plus resume to J. McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE

AM PM drive Talk hosts: Major market. Excellent opportunity for proven ratings achiever. EOE. Box P-33.

Once in a lifetime radio opportunity. Need that special person who can do it all. Experience, education, & talent required. Ft. Myers-Naples, FL area. New youth oriented station with excellent working environment. 813-597-2675.

Classical music announcer. WITF Radio seeks an individual who is highly effective in communicating knowledge of and love for music to a critical and demanding audience. Experience with combo radio operation essential. Demonstrated audio production ability a plus. Evening shift, Monday thru Friday. Applications must be accompanied by an audition tape or cassette which will not be returned. Send to: Personnel, WITF Communications Center, Box 2954, Harrisburg, PA 17105. EOE.

Semi-retired or just looking? MORPersonality AM powerhouse in Fairfield County seeks talent for part-time, weekends, fill-ins. Contact PD. Bob Lasprogato at 850/WREF in Ridgefield, CT. 203-438-1211. EOE M/F.

HELP WANTED TECHNICAL

Engineer: Gilmore Broadcasting Corp. is expanding, needs major market engineer, knowledge of RF, state-of-the-art audio and studios required. Send resume to Dean Goodman, Executive Vice President/Radio, 194 N.W. 187th St., Miami, FL 33169. 305-654-9494. EOE.

Senior engineer: Seek experienced engineer to manage engineering development projects, provide system-wide engineering support and technical assistance, and administer and supervise all activities relating to assigned projects. BSEE degree preferred. Minimum 5 years training/experience in broadcasting engineering to include design, construction and installation of broadcast facilities and/or recording studios. Project management experience dealing with plan development, contract management, radio regulatory issues, procurement, work scheduling, and budget control desired. Excellent benefits package. Send resume including salary history in confidence to: National Public Radio, Personnel Dept., 2025 M St., NW, Washington, DC 20036. Women and minorities are encouraged to apply. EOE/AA.

Broadcast systems engineer: Allied Broadcast Systems (A division of Allied Broadcast Equipment, Inc.) is currently seeking an additional in-house broadcast systems engineer to assist the division through another year of unprecedented growth. Employing components from the Allied family of distributed products, custom interfaces, and professional engineering practices, our systems engineers work to engineer, configure, and propose broadcast systems and entire facilities for construction world-wide. Candidates should possess a minimum of 8 years in broadcast systems integration and management in the RF, audio, point-to-point, remote broadcast, satellite communications, and remote control arenas; have an understanding of on-site project management; be IBM-PC literate; be customer oriented; and have the ability to work in a multi-task and deadline oriented environment. Allied offers a competitive salary, a thorough benefit package, and the opportunity to advance in a stable and professional environment. Interested parties should forward a resume and salary history to: Allied Broadcast Systems, 3901 MacArthur Blvd., Suite 200, Newport Beach, CA 92660. Attn: Systems Engineering. EOE.

Midwest AM/FM seeks full time engineer. Must know RF and microwave maintenance along with studio equipment systems. 100KW FM and 250 watt AM. Good pay and benefits. EOE. Box P-18.

Chief engineer wanted for Lebanon, Missouri. Full Class C FM and 5KW AM. Excellent salary plus benefits in good-living Ozark country. This is part of a group operation with the facility and understanding a chief needs. Contact J.A. Shepherd, PO Box 430, Moberly, MO 65270. 816-263-5800. EOE.

The Daytona Group is rapidly expanding and needs motivated CE for McAllen/Brownsville TX combo. Excellent opportunity to work with new studios & supervise new FM site installation. Candidates should possess a strong desire to succeed, good organizational skills, and the ability to relate well to others. 3 yrs. electronics exp w/1 yr. min. in radio maintenance required. Promotionally oriented stations and major resort area with beaches combine to make this position enjoyable. Ultra low cost of living make salary range of \$19-22,000 spend very well. Excellent opportunity for growth and advancement with our company. Resume to: Kyle Magrill, The Daytona Group Inc., 770 W. Granada Blvd., #206, Ormond Beach, FL 32074. EOE.

HELP WANTED NEWS

Morning news anchor: Eastern Long Island radio station looking for a morning news anchor, reporter with experience in production. Tape and resume to WBAZ, PO Box 1200, Southold, NY 11971. Attn: Jeff Fisher. EOE

News director: Aggressive news hound, muckraker, who can gather, write and deliver the news. Degree plus an understanding of how local government works required. Send tape, copy samples and resume to Mr. Leary, KRFD FMAM, PO Box 631, Marysville, CA 95901. EOE

News reporter/PM anchor needed for AM/FM combo in growing Southwestern N.H. market. Strong writing, interviewing and on-air skills. T&R to Leslie Doppler, WKNE, Box 466, Keene, NH 04431. EOE.

Major-market upscale Midwest News Talker needs seasoned professionals for anchoring and reporting. Bright, tight, writing and smooth, personable, lively delivery desired. Send resume: Box P-27. EOE.

News director needed. This is real broadcast journalism, not rip and read. Resume/tape to: Cliff Somers, KARS, Box 860, Belen, NM 87002. EOE M/F.

Market news leader w/strong commitment needs aggressive, professional morning anchor/reporter. AM/FM combo nestled between Hartford, Providence, New York, Boston. T & R to Mel Gibson. ND. WICH. Norwich, CT 06360 EOE.

WFAS AMFM White Plains, N.Y. seeking aggressive/creative news director for award-winning News/Talk AM, and A.C. FM stations. Five-man department. Call Larry Scott. AM-PD, 914—693-2400. EOE.

Market leader needs quality on-air reporter. Excellent benefits and salary advancement potential. Equal opportunity employer. WMAN/WYHT, Mansfield, Ohio. 419—524-2211 ask for Ron Allen

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director needed for Midwest AOR. Must have an understanding of sales and the Bottom Line. Minimum 3 years commercial on-air work. Will head up a staff of 7 to 10. Send resume and salary history to Box P-14. EOE.

Program director needed for northern Illinois/southern Wisconsin Country station. Must have 3 to 5 years as Country PD. Excellent starting salary plus benefits. Send resume to Box P-15 EOE

New England CHR/AC combo seeks program director. We'll give you great ratings, a superb facility, and a terrific market to work and live in. In return, you keep us on top. EOE. Resumes to Box P-25.

SITUATIONS WANTED MANAGEMENT

General manager. Creative. Aggressive. Bottom Line/Sales oriented. Wants rapport with major broadcasters or experienced investors. PO Box 15343 Fort Lauderdale, FL 33318-5343.

General manager: Experienced in station turnarounds, looking for new opportunity in top 100 market. Preferably Southeast. Strong on sales, programming, station visibility. Dynamic people-person, catalyst for enthusiasm. Call Jack at 502—585-4545

Major market pro, sales management experience, seeks management opportunity. Market size unimportant. Excellent references. 305—386-5225.

General manager available today! Sales and Bottom-Line driven former owner. Very experienced in start-ups and turn-arounds in All size markets. Call me today! David C. Weinfield. 508—394-4041

SBE Senior engineer with FCC General and 25 years major market radio and TV technical management. "Down-sized" out of number one O&O. Seeks CE or group staff. Transmitter and studio installation specialist. Box P-11.

I want to manage and turnaround your small/medium Florida station. Listen to me! Using my past separate marketing experiences in radio, direct mail, and interactive telemarketing, we'll be together new profit centers and make ours a "wanted" station with advertisers. Send me your situation report and I'll send you complete details about the plan and me. Box P-19

General manager/sales manager. 20 years experience in small market radio. Street seller and sales trainer. Box 446, Seymour, TX 76380.

Successful general manager/general sales manager seeks new challenge in top 100. Group experience. Super-pro. Box P-23.

Highly qualified management team seeks management contract/equity position with quality investor. Box P-28

SITUATIONS WANTED ANNOUNCERS

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock. 3502 Ted Ave., Waukegan, IL 60085. 312—623-6997

Sports. Sports. Sports. Any opening. I'll plug it. Jack -- 518—371-9647

Non-smoking black male, talented, kid at heart. Attended college. Radio station 4 years part-time, seeks entry level announcing. Co-host, too! East Coast location, please. Norman - 617—298-3437

Paul Van Scott, I'm smart, creative, A.C.S.B. graduate and ready to dedicate myself to radio. Any format. 9207 Park Ave., Manassas, VA 22110. 703—361-4262

All format experienced pro and family seeking central Indiana. Call Gregg. 904—732-8000 days. 904—351-1932 evenings.

New York sports talk guy is original, no replays. You make the call. All markets considered. Jim, 718—836-5046.

Experienced degreed radio broadcaster seeks permanent position on-air board or news producing/reporting. Excellent references. Call/write Dennis, Box 537, Farmersburg, IN 47850. 812—696-2425.

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, PO Box 3055, Waterbury, CT 06705.

SITUATIONS WANTED TECHNICAL

Chief engineer for 10 years. Experienced in all phases of FM and AM directional. Good construction and maintenance skills. 804—276-4597.

SITUATIONS WANTED NEWS

No-nonsense sports can still be fun. If you want a bright color commentary, PBP, even a news background, add me to your team. Reply to Box O-64

If you're not looking for a radio reporter/editor/anchor-talk show host who writes and sounds like everyone else on the radio, call me! After 5 years doing literally everything at a top 10 market all newser, I'm ready to move up. Call Brian at 214—522-8647.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Spring book might need something new. Dramatically creative personality looking for a place to happen. Ability to make most any guest interesting. Articulate nature, quick with strong writing skills and entertaining presentation. Mountains of live experience. Seeking personality oriented talk show or feature position. Box P-2.

Versatile Talkradio pro -16 years experience, including 3 medium Midwest markets, as host, PD, OM, ND. Box P-12.

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Affordable consulting & Arbitron reviews - New format ideas! Contact: Consultant, PO Box 2741, Laurel, MD 20708.

Executive search: Radio, TV and cable. General managers, sales managers recruited confidentially. Corporate and individual inquiries invited. George Ponte, VP, Executive Recruiter, Bornholdt Shivas & Friends, 295 Madison Ave., Suite 1206, New York, NY 100917. Tel: 212—557-5252. FAX: 212—557-5704. EOE.

It's working! Successful, experienced broadcast professionals can start their own unique communications business in explosive advertising growth industry. Limited dealerships. Act now! Call Ty Bryant, Marketing Director, Audio Quest, 614—486-7700.

MISCELLANEOUS

Troubled AM? Need programming to generate sales? Need sales to make bucks? Call Thomas Hall, 213—969-8559.

General manager for radio syndicator. Radio syndication background a must. Station management experience helpful. Call in confidence. 301—984-7054.

Look out, Jack and Vanna! Here's radio's letter guessing game. Word For Word, 4743 South 575 West, Riverdale, UT 84405.

Are you ownership ready? Passive investors seeking quality, proven radio GM's and/or properties; management equity, incentives assured. Box N-28.

Attention: owners/owner operators. Small/medium radio markets only! #1 problem - NEED MORE SALES? Fully documented track record. VP-AE, 100% guaranteed! 512—494-8274. 306 Bluffknoll, San Antonio, TX 78216.

Broadcast talent: Entertainment Law Firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327

TELEVISION

HELP WANTED MANAGEMENT

General sales manager for MDM Broadcasting group owned affiliate. Requires local sales experience, responsible for total sales effort. Growth opportunity with salary and bonus. Send resume to MDM Broadcasting, Box 577, Austin, MN 55912. EOE.

Group broadcaster seeks national sales manager for its owned stations. Location NYC. TV rep sales or TV station national sales experience a must. Organized person with good motivational skills has great opportunity to grow with group. EOE. Box P-8.

Local sales manager: NBC affiliate seeks goal oriented manager with BA/BS and 3-5 years TV sales experience. Strong research/results and analytical skills, experience with vendor marketing, Marshall Marketing or Leigh Stowell a must. Resume to: Lyle Banks, GSM, KXAN-TV, P.O. Box 490, Austin, TX 78767. No phone calls, please. Application deadline December 16, 1988. EOE. M/F

General sales manager: Independent needs aggressive individual with sales management experience. Send resume to: General Manager, WMKW-TV, Box 30030, Memphis, TN 38130. EOE. No phone calls.

Association vice president/director of satellite telecommunications network: National higher education association is seeking a director for a new national satellite telecommunications network. The position is at the vice president level. Requirements include a strong background in management, development of resources and telecommunications/teleconferencing. Especially important is the ability to work with a variety of colleges and to understand the application possibilities of telecommunications and technologically based systems in higher education. The director will coordinate and manage the activities of the network, including the negotiation of satellite time, scheduling of programs from member institutions, and assisting with promotional possibilities, and will serve as a vice president of the Association with responsibility for all matters pertaining to telecommunications and educational technology. Salary negotiable but competitive with other national higher education associations. Starting date is as soon as possible after January 1, 1989 but no later than July 1, 1989. Send letter of application, resume, and salary requirements to CCSN Office, AACJC, One Dupont Circle, NW, Suite 410, Washington, DC 20036, by December 15, 1988. For further information on the position, contact Larry Patten at 314—644-9590. EOE

Director of broadcast operations and engineering. Senior management position reporting to pres/CEO of rapidly growing, dynamic top 25 market public station with major programming and production services division. Responsibilities include overseeing engineering, operations, production, program traffic/library and art departments. Strong management skills with at least 5 years broadcast management experience in top 75 market required. Experience building or re-equipping major facility a must. Additional experience in a production-oriented facility a plus. PBS and radio experience also pluses. Please send resume, references and salary history to Office of the President, Connecticut Public Broadcasting, Inc., P.O. Box 6240, Hartford, CT 06106-0240. CPB is an EEO employer, M/F

General sales manager - To expand and oversee national and local sales of Univision network (Spanish language) television station in top ten United States market. Job requires minimum of 5 years experience in both selling and managing sales and will preferably be bilingual. Compensation based on experience and performance. CBP, 9442 Kirby Dr., Houston, TX 77054. EOE.

Local sales manager: Raleigh's #1 Indy, Fox affiliate is seeking an experienced sales leader. Must have 3-5 years broadcast experience. Send resume to: Tom Hartman, General Sales Manager, WLFL-TV, 1205 Front St., Raleigh, NC 27609. EOE.

Small market television station is seeking an operations manager. Salary commensurate with experience. EOE. Send resume and salary history to: Box P-37.

Local sales manager—ABC affiliate in 33rd market needs strong individual to lead sales staff. Sales management experience desired. Please send resume to Rob Wagley, WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718. EOE. M/F.

HELP WANTED SALES

Top biller in market is retiring. CBS ranks KNOE in its top three (3) affiliates. Ranked as the 114th market, KNOE performs and dominates like a top 75. If you are a professional who wants to grow while living in one of America's prettiest cities, we want to talk with you. Send your resume and letter to Lloyd Voorhees, Local Sales Manager, KNOE-TV, P.O. Box 4067, Monroe, LA 71211. No phone calls, please. We are an equal opportunity employer.

Research/marketing director, KOAA-TV, Colorado Springs/Pueblo, Colorado. Strong NBC affiliate looking for someone who can turn numbers into words. Must have ability to convert the combination of available data and common sense into strong sales statements and communicate it to a broad range of clientele. Requires a minimum 3 years in television sales, research, or agency experience, and a very solid knowledge of the ratings services. Computer skills a definite plus. Salary commensurate with experience. Send resume to: KOAA-TV, Elaine Rife, 530 Communications Ct., Colorado Springs, CO 80905. EOE

Entry level account executive—Growing, exciting independent will give you a chance to break into television by selling Cosby, Kate and Allie, major sports franchises, and Fox. Experience is not necessary, intelligence, energy and commitment are. EOE. Send resume to LSM, WMSN, 7847 Big Sky Dr., Madison, WI 53719.

26 KMHP, Fresno/Visalia needs a creative, experienced broadcast marketing strategist who is strong on new business development, highly motivated, detail-oriented and desires a rewarding challenge. Established list and excellent growth opportunities with one of America's strongest Independents, a Pappas Telecasting Company. Send resume and references to Steve Vourakis, Retail Marketing Manager, 26 KMHP, 5111 E. McKinley Ave., Fresno, CA 93727. Phone calls welcomed. 209—255-2600. Applications will be accepted until January 15, 1989. An EOE. M/F/H.

Account executive: California central coast CBS affiliate is looking for two sales pros. Must be able to develop new business while selling and serving a good list. Send resume to Larry Fischer, KCOY-TV, Box 5519, Santa Maria, CA 93456. EOE.

Account executive: KMBC-TV, Kansas, Missouri has an immediate opening for an aggressive self-starter to join one of Kansas City's top sales staffs. Candidates must be able to demonstrate exceptional sales development skills, written and verbal communication skills and marketing knowledge. Prefer broadcast sales experience. Send resume and letter to: KMBC-TV, 1049 Central, Kansas City, MO 64105. No telephone calls, please. Qualified applicant will be contacted for a personal interview. We are an equal opportunity employer.

HELP WANTED TECHNICAL

Austin, Texas - A high-tech town with a high quality of life. The University of Texas at Austin is seeking an assistant director for technical services at the Center for Telecommunication Services. To provide direction as chief engineer and technical maintenance supervisor. Required qualifications: Bachelor's degree in electrical, telecommunication, or electronics engineering; five years experience in electronic broadcasting equipment design, installation, maintenance, and operation; knowledgeable in respect to FCC technical rules and regulations. On call nights and weekends (beeper will be provided). Annual salary is \$31,188 with excellent benefits. Department is willing to pay more depending on qualifications. Responsible for 100kw FM transmission facilities, including SCA: audio production facilities (master control, air control, three additional control rooms and associated studios); satellite audio uplink/downlink and video downlink, video cable system; master/slave highspeed, open-reel audiotape duplication system. STL and leased full-duplex microwave systems. Send resume with cover letter and three professional references to Mr. William Giorda, Communication Building B, University of Texas at Austin, Austin, TX 78712. Applications will be accepted through December 1, 1988. Equal opportunity/affirmative action employer.

Traffic manager with Columbine experience needed immediately by Atlantic resort affiliate to head 3 person department. Resume & salary history to Frank Pilgrim, GM, PO Box 4009, Salisbury, MD 21801. EOE M/F.

Rapidly expanding NYC based satellite communications company seeks a network control operations technician. The successful candidate must have a min. of 3 years experience in audio/video, RF systems (terrestrial MW & uplink) and an FCC General Class license. The candidate will be responsible for maintenance of microwave systems, satellite uplinks, associated switching and control devices. Other duties will be working in a network control environment in which the candidate will work via phone as technical liaison between satellite operations centers and various uplinks as well as client studios. PSN offers a competitive salary and benefits. Send resume and salary requirements to: A. Kornbluth, Private Satellite Network, 215 Lexington Ave., New York, NY 10016. EOE.

Immediate opening for chief engineer with Nashville's #1 independent, 12 year old facility in final stages of construction of new mcr/studios. The new station/production center needs person capable of managing department and with knowledge of transmitters, mcr and studio equipment. Send resume to General Manager, WZTV, 631 Mainstream Dr., Nashville, TN 37228. EOE/MF.

Wanted: Two talented ENG photographers. Minimum two years shooting and editing experience. We are an aggressive, visual-oriented news operation in southern Maine. Send resume, references and tape to WMTW-TV, P.O. Box 8, Auburn, ME 04210. EOE.

Assistant chief engineer. Electronics training and extensive broadcast maintenance experience required. Resume and salary requirements to: Chief Engineer, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Maintenance technician - California network affiliate. Knowledge of Sony 3/4" and 1" VTR's, RCA TCR-100's, Ampex ADO and Grass Valley switchers essential. UHF transmitter experience a plus. Send resume to Robert Banks, Chief Engineer, KBKA-TV, P.O. Box 2929, Bakersfield, CA 93303. EOE.I

Chief engineer - for television/radio combo. This position requires good management skills and "hands-on" experience. Good salary and benefits, plus opportunity to advance. Send resume to Box P-31. EOE, M/F.

Post production editor, Atlanta, GA. Looking for editor with 3-5 years of retail background. Must be personable and have agency references. ACE-200 editor, AVC-33 switcher, 2-channel ADO, ESS still-store, AVA-3 paint system. Chyron-IV, 3-VPR 6's, 3-BWV 75's. Start date January 1st. Hours would be 3-11. Send resume, tape and salary requirements to: Doug Furce, PM, WATL 36, One Monroe Pl., Atlanta, GA 30324. EOE.

Assistant chief engineer-TV: The National Technical Institute for the Deaf, a college of Rochester Institute of Technology has an immediate opening for an engineer with a BS plus four years, or an AAS plus six years related experience with broadcast quality TV production, recording, and editing systems. Will assist chief engineer, supervise student assistants, and perform maintenance. Requires proven ability to diagnose, repair, and modify broadcast video tape recorders, computer-based editors and intelligent interfaces, broadcast video cameras, terminal equipment, high quality video monitors and large screen projectors, digital circuitry, audio amps, audio mixers, and video/pulse distribution amplifiers. Responsible for maintenance of \$1.5 million worth of TV equipment, including Ampex VPR-1, Sony Beta-Cam, Grass Valley switcher, 3/4" editor and CMX editor. Exceptional interpersonal skills and ability to make quick decisions independently and under pressure. Proven ability to relate positively to internal and external clients, vendors, and service reps, students, hearing impaired individuals, and people with special needs. Willingness to learn sign language required. Experience with deafness preferred. NTID is the world's largest technological college for the deaf. More than 1,200 college age deaf students from all 50 states study with 12,000 full and part time hearing students. Search extended. Previous applicants remain under consideration and need not reapply. Use reference number 6018254 when applying. Send resume and salary requirements to: Rochester Institute of Technology, Ms. Geri Curwin, Personnel Office, P.O. Box 9887, Rochester, NY 14623-0887. Rochester Institute of Technology is an equal opportunity employer. Minorities are encouraged to apply.

ENG maintenance engineer - Top rated affiliate in Sunbelt has an opening for an ENG maintenance engineer. General FCC license or SBE certificate preferred. Must have excellent knowledge of ENG cameras, VCR's, microwave and newsroom computers to the component level. Experience in broadcast maintenance and technology is required. Competitive salary. Benefits a big plus. Send resume and cover letter to WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

Master control operators: The Weather Channel® is accepting applications for experienced master control operators. Applicants should have experience in switching or direct live programming. Send resumes to Eric Schwartz, The Weather Channel, 2600 Cumberland Pkwy., Atlanta, GA 30339. EOE.

HELP WANTED NEWS

Weather Network, Inc. has a position available for a sales/marketing professional to work in a state-of-the-art weather graphics project. Candidates must have experience in TV industry. Sales experience strongly desired and experience in TV weather and with PC computers a plus. Position requires a self-starter with high energy and willingness to travel. Compensation commensurate with experience; excellent benefits package. Qualified applicants send resume to: Weather Network, Inc., 3760 Morrow Ln., Suite F, Chico, CA 95928-8865. EOE.

News producer. Top 15 network affiliate in Southeast looking for experienced news producer. Must have strong writing and people skills and experience with live ENG and SNG. EOE. Send resume only to Box P-4.

Reporter: South's first TV station and news leader looking for senior reporter. Individual must possess exceptional reporting skills. Minimum 2 years street reporting experience. Tape and resume to: Elliott Wiser, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. No phone calls, please. M/F/EOE.

Reporter/weekend weather anchor to do general assignment reporting and present weathercast on Saturdays. Send tapes and resumes to Ms. Aries Hendershott, WIFR-TV, PO Box 123, Rockford, IL 61105. EOE.

Weekend sports anchor/reporter. Experienced. Immediate opening. Send tape, resume and salary requirements to: Don Hickman, News Director, WICS-TV, 2680 E. Cook St., Springfield, IL 62703. EOE.

Assignment editor. Aggressive high-energy take-charge person needed to back up our managing editor in all phases of desk operations. We have all the tools - uplink; live ENG, helicopter. BA plus 3 years experience. Resumes to Billye Gavitt, KWTV, P.O. Box 14159, Oklahoma City, OK 73111. EOE, M/F.

Video tape editor/coordinator: Must have at least 2 years experience in editing 3/4" and 1/2" Beta for news format. Journalism or communications degree preferred. Send resume to: WPEC TV-12, Personnel, P.O. Box 24612-4612, Fairfield Dr., West Palm Beach, FL 33416-4612. Phone: 407-844-1212. EOE, M/F.

News anchor: 6 & 10 weeknights. Some reporting required. Minimum 2 years reporting experience. Mature. Position to compliment female anchor. Open immediately. Tape, resume to: Kathy Nelson, WCBI, Box 271, Columbus, MS 39703. No calls. EOE.

News reporters and photographers: WCBI, Columbus, MS is taking applications. Send tapes and resumes to: Kathy Nelson, WCBI, Box 271, Columbus, MS 39703. No calls. EOE.

News Videographer. Group-owned ABC affiliate is seeking creative photographer to shoot and edit 3/4 inch video tape for aggressive, news-oriented station in Midwestern market. Send tape and resume to: Larry Young, KODE-TV, P.O. Box 46, Joplin, MO 64802. EOE.

Weekend anchor/weekday reporter - immediate opening at top rated network affiliate in the Midwest. Previous experience necessary. Send resume to Box P-32 EOE, M/F.

Sports anchor-Midwest network affiliate looking for aggressive weekday sports anchor. A people person...an interest in local sports coverage a must. Respond by Dec 24th. Resumes only to Box P-29. EOE.

Chief editor: Supervise TV news editing, schedule editors. Edit video tape for news, documentaries, station projects. Requires at least five years broadcast video editing experience. Excellent organizational skills needed. Supervisory and management experience required. Send resume to Bobbie Slaughter, WSOC-TV, P.O. Box 34665, Charlotte, NC 28234. EOE.

ENG videographer: With 2-4 years experience. Need a creative, energetic person. Good editor. Live ENG experience. Send tape and resume to Assistant News Director, WLOS-TV, 288 Macon Ave., Asheville, NC 28804. Equal opportunity employer.

News writer/associate producer - KCRA-TV seeks a news writer/associate producer who can write clear, concise and conversational copy under a time pressure deadline. Prior experience mandatory. Applicants with experience producing newscasts will be given preferential consideration. Person hired for this position will receive additional training qualifying him or her to produce newscasts for KCRA-TV. Send writing samples and resume to Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. No calls, please. EOE, M/F. Deadline for applications: December 31, 1988.

Meteorologists: The Weather Channel® is developing a bank of prospective on-camera meteorologists. Previous on-air experience required. Minorities are encouraged to apply. Degree preferred. Send current tape and resume to Chuck Herring, The Weather Channel, 2600 Cumberland Pkwy., Atlanta, GA 30339. EOE.

Top 20 station seeks part-time videotape editors, previous news editing experience required. Successful candidate must be very fast! EOE. Send resume and non-returnable tape to: Will Harbeson, News Operations Manager, WSVN-TV, 1401 North Bay Causeway, Miami, FL 33141.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Special projects director: Gillett owned #1 NBC affiliate on California coast has an opening for a special projects director. Applicant will edit promo and public service spots. Must have experience with time code editing and digital effects and graphics. Send tape and resume to Madeline Palaszewski, Creative Services Director, KSBY-TV, 467 Hill St., San Luis Obispo, CA 93401. EOE.

Television producer/director for public TV station. Design and develop live and taped programs. Research, write/supervise script, coordinate and schedule all personnel and equipment. Five years' experience, writing and creative skills, BA or equivalent degree. Resume and tape by December 23, 1988, to: Personnel, WMFE, 11510 East Colonial Drive, Orlando, FL 32817. EOE.

Promotion manager. Dynamic mid-60's Midwest CBS affiliate seeking talented manager to head aggressive staff. Marketing, positioning and production savvy a must. Minimum 3 years promotion experience. Good pay. Excellent fringes. EEO, M/F. Resumes to Box P-20.

Opening for creative services person in Midwest operation. Will write, produce and shoot commercials. Must be able to follow through from concept to finished product. One year experience required. EOE, Box P-17.

Promotion manager. Market-leading, Southeastern CBS affiliate (100+) seeks experienced, hard-working, take-charge, conceptually-creative self-starter. Proven ability to write, shoot and post-produce required. EOE, Box P-22.

Top 10 Indie seeks hands-on promotion writer/producer. 3-5 years experience in movie and program promotion a must. If you've got what it takes to move up, send resume and salary requirements to Box P-21. EOE.

Commercial videographer: Experience required. Beautiful city by the ocean. Tape and resume to Charlie Thompson, WCSC-TV, PO Box 186, Charleston, SC 29402. EOE.

EFP supervisor: Creativity stressed, strong background writing, shooting, editing, directing. On location 3/4", 1" experience.. Deal closely with staff, ad agencies. Salary DOE. Send resume and tape to: Bruce Sloan, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

Director/TD. Sunny, southwest Florida ABC affiliate seeks a director/TD for fast paced newscasts. Reply to: Operations. WEVU-TV, P.O. Box 06260, Ft. Myers FL 33906. EOE

Senior Crew Member at PBS station. Required: minimum four years hands-on experience in broadcast television production, with emphasis on EFP, post production and studio operations. B.A. or B.S. in Radio/Television preferred. Salary \$22,000 annually (some overtime available). Send resume and demo tape to Crew Chief, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. No calls accepted EOE.

Promotion writer/producer: We're a major market station in a great city! We're looking for a creative, motivated, versatile producer to join our award-winning team. You must have two years experience in news promotion and be equally at home in the edit suite or the field. We offer a terrific working environment and state-of-the-art equipment. Send your best spots and resume to: Personnel, P.O. Box 6236, Washington, DC 20015. EOE.

SITUATIONS WANTED MANAGEMENT

Cable advertising sales manager, regional or local. 6 years experience. Hard and soft interconnects. Excellent track record. Call Steve 919-790-9792.

25 year major market technical operations manager "Downsized" out of number one market O&O. Seeks CE or group staff. SBE Senior Engineer with FCC General license. Transmitter/microwave specialist. Box P-10.

General sales manager professional, innovative, aggressive, goal-oriented, motivated, self-starter, extensive experience with group-owned stations in local sales/sales management and on-job experience with national at both rep station level... knowledgeable with all areas of station operations... currently employed--but unchallenged. Write Box P-41.

SITUATIONS WANTED TECHNICAL

Television engineering manager/chief engineer 12 years managerial, 23 years total including hands-on experience. I can run a complete engineering department. VHF/UHF. Looking to move up. Please reply Box O-53.

SITUATIONS WANTED NEWS

Energetic, creative, athletic, male. 2 years sports reporting, shooting, editing. Experience in cable television. 2 years major college basketball, baseball B.P.P. Looking for that big break in small to medium market. Will relocate and put in the extra time that results in quality work. Neil, 714 524-9999; 1930 Pacifica Dr., Placentia, CA 92670.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

Design director - Experienced graphic communicator seeks creative opportunity. Strong contemporary designer. In collateral, print and video. Box O-66.

Freelance cameraman/editor with ten years experience seeking more work. Based in central Florida. Call: 904-253-1681.

Commercial producer opportunity wanted in SE medium market by top 10 promo writer/producer. Box P-26.

MISCELLANEOUS

Primo People: Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203 637-3653.

Looking for New Year opportunity? Climb aboard The Hot Sheet--broadcasting's leading job listings publication! Money-back guarantee. Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

PLEASE NOTE: When answering a blind box ad, you MUST reference the letter and number of the box as shown in the ad. No tapes.

ALLIED FIELDS

HELP WANTED INSTRUCTION

California State University, Fullerton Associate Dean, School of Communications, mass communications, speech communication and communicative disorders. Ph.D. required. Academic record suitable for appointment at associate or full professor. Significant experience in academic leadership preferred. For information send vita to David L. DeVries, Chair, Search Committee for Associate Dean, School of Communications, California State University, Fullerton, Fullerton, CA 92634. AAEOE.

Telecommunications and communication theory: The Department of Communication, Canisius College, Buffalo, New York seeks assistant professor for tenure track position beginning September 1989. This teacher/scholar would have an academic background in telecommunication and communication theory and would be expected to develop courses in electronic media production and the multi-purpose uses of broadcast, cable, satellite and technologies for personal, public, and professional communication. The successful candidate would be expected to have expertise in management and policy considerations such as how these new media could interface via community access and two-way networking. Ph.D. required, experience preferred. Competitive salary available with this equal opportunity, affirmative action employer. Please send letter of application, resume, and three references by December 15, 1988 to Dr. Marilyn G.S. Watt, Chair, Department of Communication, Canisius College, 2001 Main St., Buffalo, NY 14208.

Journalism-Mass Communication: Broadcasting faculty positions: University of Oklahoma. One tenure-track position is open at the School of Journalism and Mass Communication, University of Oklahoma, in the broadcast area. Rank is assistant or associate professor. A Master's or J.D. degree is required; candidates with a Ph.D. will be given special consideration, but all qualified candidates are urged to apply. Starting date is August, 1989. Teaching specialty sought is television/video production. It is desirable that the successful candidate have a secondary emphasis in a related broadcasting area, or experience in management. The successful candidate will teach primarily production. Other opportunities exist in management courses at both undergraduate and graduate levels including courses in station management, sales, promotion and programing. At least five years of substantial quality broadcasting experience within the past 10 years is preferred. Salary competitive for rank. The School seeks candidates dedicated to providing quality professional education within a liberal arts context. The successful candidate must demonstrate a capacity of potential to teach well, to develop funding opportunities, to be productive in creative activities or traditional scholarship in order to merit full standing as a member of the Graduate College faculty, and to build ties with the broadcast industry. The University is located in Norman, a community of 100,000, just 20 miles south of Oklahoma City, the state capital and largest business and cultural center in the state. The School, which is celebrating its 75th anniversary this year, also is well situated to take advantage of other major South Central and Southwest media markets. Programs include undergraduate sequences in advertising, news communication, professional writing, public relations, and radiotelevision/film, and an M.A. program. Undergraduate majors number more than 1,100; graduate majors number 125. Applications must be received on or before January 10, 1989. Applicants must provide a letter of application and curriculum vitae. Three letters of reference also should be provided. All materials should be sent to: Chair, Broadcast Search Committee, School of Journalism and Mass Communication, The University of Oklahoma, 860 Van Vleet Oval, Norman, OK 73019. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer. Women and minorities are especially encouraged to apply.

Broadcast Journalism. The University of Wisconsin-Milwaukee is seeking a fulltime, tenure track assistant professor beginning August 1989 to teach advanced courses in broadcast news, and conduct scholarly broadcast journalism research. Ph.D. in related field essential; broadcast news experience desirable. The Department has 13 full-time faculty teaching more than 200 majors and 30 MA candidates. Send letter with resume, and list of 3 references to Dr. Don Le Duc, Search Committee Chairman, Department of Mass Communication, Box 413, University of Wisconsin-Milwaukee, Milwaukee, WI 53201. Application deadline: February 15, 1989. UWM is an AAEOE employer.

Communications/Broadcasting: The University of Southern Indiana invites applications for two tenure track positions as assistant professor of Communications beginning August, 1989. Primary responsibilities for the first position include teaching beginning and advanced radio and television production courses and supervision of on-campus TV lab. Responsibilities of the second position include teaching survey of broadcasting, programing, management, production and departmental service. Both positions include supervision of student interns and advising broadcast majors. Ph.D. or other terminal degree with prior teaching experience required. The Communications Department offers Associate and Baccalaureate degrees with emphases in Radio/TV, Journalism, Theatre, Public Relations, and General Communication. The University is a state supported public institution with an enrollment of more than 5000 students, located in Evansville, Indiana, a city of 150,000 in the Southwestern corner of the state. To apply, submit letter of application, curriculum vitae, and the names and phone numbers of three references by February 15, 1989, to: Kenneth Creech, Chairman, Department of Communications, University of Southern Indiana, 8600 University Boulevard, Evansville, IN 47712. AAEOE.

Faculty position in Telecommunication Policy: assistant professor, tenure track, to teach and do research in international and domestic telecommunication policy at graduate and undergraduate levels; emphasis on telephony and new information technology, knowledge of broadcastable also expected. Secondary emphases sought include methods, comparative telecom systems, process and effects, technology. Ph.D. in Communication, Political Science, Law, Economics or related field required. Contact Prof. Joseph Straubhaar, Dept. of Telecommunication, Michigan State University, East Lansing, MI 48824 (tel. 517-355-5073). Initial deadline January 15, open until filled. EOE.

Marquette University, Department of Broadcast and Electronic Communication, College of Communication, Journalism and Performing Arts, seeks an assistant professor for a full-time, tenure track position in the Department of Broadcast and Electronic Communication, to begin August 1989. A Ph.D. is preferred, MA acceptable; significant professional experience in broadcast journalism required. Minorities and women are especially encouraged to apply. Send a letter of application, curriculum vitae and three letters of recommendation by January 15, 1989 to: Chair, Search Committee, Department of Broadcast and Electronic Communication, College of Communication, Journalism and Performing Arts, Marquette University, 1131 W. Wisconsin Ave., Milwaukee, WI 53233. Screening of applications will begin on January 15, 1989 and continue until the position is filled. Marquette University is an Equal Opportunity Affirmative Action Employer.

Salisbury State University invites applications for a tenure-track position in mass media, beginning Fall, 1989. Appointment will be at the rank of assistant or associate professor; the salary range is competitive. The appointee will teach broadcast management, broadcast journalism, script writing, and other media courses, and will be expected to provide leadership in developing the mass media program of Communication Arts, a department of 300 majors. Ph.D. in mass media or a related discipline is required; professional broadcasting experience is strongly preferred. Send application letter, current resume, and three letters of recommendation no later than January 20, 1989, to K.E. Wilkerson, Media Search Committee, Department of Communication Arts, Salisbury State University, Salisbury, MD 21801. Qualified minority members, women and disabled persons are encouraged to apply. SSU is an affirmative action/equal opportunity employer.

Coordinator, instructional technology: Position available to assist faculty and students in the effective use of media for instruction. Requires Master's degree in Instructional Design, Instructional Technology or related fields; competency and experience in the design, utilization, production, evaluation and management of educational media; knowledge of and experience with computers and interactive videodisc. This position is on a full-time, 12-month permanent basis. Salary commensurate with background and experience. Excellent fringe benefit package. Application deadline January 6, 1989. Please submit letter of interest and resume to Personnel, Catonsville Community College, 800 S. Rolling Road, Baltimore, MD 21228. Qualified women, minorities and the handicapped are encouraged to apply. EOE.

HELP WANTED SALES

Broadcast Equipment Marketing V.P. TTC is growing, and is interviewing for the position of V.P. Marketing. Applicants must have proven success record in sales management of a broadcast equipment company. Send resume to: Bill Kitchen, President, Television Technology Corporation, P.O. Box 1385, Broomfield, CO 80020. EOE.

SITUATIONS WANTED INSTRUCTION

Instructor/assistant professor: Here's what you'll get: BS/Journalism, over 6 years TV (news, tech-2+ yrs. NYC), also 4+ yrs. radio. Your students receive a "Real World" education. Here's what I would like: color commentary or PBP on your radio or television sportscasts. Reply to Box O-64.

EMPLOYMENT SERVICES

Government jobs. \$9,811 - \$86,682 yr. Guarantee! Job or moneyback. Federal list. (1) 805-687-6000 ext. R-3000.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

Attention- Hiring! Government jobs- your area. \$17,840-\$69,485. Call 602-838-8885, ext. J-8435.

Attention: Government seized vehicles from \$100. Fords, Mercedes, Corvettes, Chevys. Surplus Buyers Guide. 602-838-8885, ext. A-8435.

Attention- Government homes from \$1 (U-repair). Delinquent tax property. Repossessions. Call 602-838-8885, ext. H-8435.

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 Ext. A-7833.

EDUCATIONAL SERVICES

Talent coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent/New York local reporter. Demo tapes. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media. 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

We pay cash for all types of vacuum tubes, both new and used. Enlightened Audio, 6392 Park Ave., Garden Grove, CA 92645. 714-897-9351.

BVH 2000 wanted. Also need Abekas DVE. BVU 850 or 950 and Betacam BVW-10. Call John at Video-It 213-280-0505 or FAX us your list 213-280-0193.

BCS = BroadCast Store buys transmitters VHF, UHF, FM, AM, satellite, microwave. Any power level/frequency. Translators wanted VHF, UHF. Michael: 818-845-7000.

Microphones: RCA models 30A, 77A, BK-6A, BK-10, SK-39, SK-46; Electro Voice models 644, 645, 731. Jim. 212-496-6054.

Transmitters: Want to Buy: Late model 20KW, 25KW or 30KW FM transmitter. Must be in perfect operating condition. Call David Dovich at 314-721-1247 or write Totalcom, 8229 Maryland, St. Louis, MO 63105.

Translators/LPTV transmitters: (1) VHF, (1) 100 watt, (3) 1kw UHF 813-644-5799.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM Transmitters ** Harris FM20K (1987), AEL 25KG (1977) ** Harris FM20K (1981), RCA BTF20E1 (1975) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 2500RD (1982) 2.5 KW FM ** Transcom Corp. 215-884-0888. TELEX 910-240-3856.

1KW AM Transmitters ** Harris SX-1 (1983) ** Harris MW1A (1983) ** Collins 829D2 (1981) ** CSI T1A (1981) ** Collins 20V3 ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215-884-0888.

AM Transmitters ** CCA AM 10,000D (1970), Collins 820E (1978) ** Gates BC-5P2 (1966) ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

50KW AM ** CCA-AM 50,000D (1976), excellent condition ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen. 303-665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystrone transmitter. Bill Kitchen. Television Technology, 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen. Television Technology 303-665-8000.

Channel 8 transmitter and antenna GE4TT6E24TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

RCA-TCR100 Card machine parts for sale. WBRC-TV 205-322-6666.

Kline Tower 645 ft with two platforms, has been dismantled. 205-322-6666. WBRC-TV.

RCA TP-66 Film Projector and RCA TP-15 Multiplexer for sale. WBRC-TV, 205-322-6666.

Sony BVP-150 broadcast ENG camera, 3 tube, high resolution, like new, low hours, Fujinon 12x9 w2x. Best offer. 305-864-5489.

For sale: CSI T-25-F1 25kw FM transmitter tuned to 95.1 mhz (1985). New final, relay panel, and spare parts. Good condition. 216-759-0579. FAX 216-759-1368. Best offer.

Phasing equipment. 1970 Gates Phasor and 4 ATU shelves set up for 1170kHz, 5kW DA-1. Possible conversion to DA-2. For parts list/price info. contact Rudy Clapp, WOBM, 360 Clayton Rd., Howell, NJ 07731. Attn: Phasor.

LPTV one stop, we have it all to get you on the air. 10, 20, 100 watt, 1 kilowatt transmitters available, also video and audio gear. Design and installation also available. Michael Jaymen. BCS = BroadCast Store, 818-845-7000

Uplinks, NEC double redundant \$89,000. Custom SNG flyaways \$90,000. C-Band redundant systems from \$150,000. BCS = BroadCast Store, 818-845-7000.

Comark C-60 UHF midband \$290,000 3 yrs. Harris BT-55U \$275,000. Comark CCT-30S \$150,000 4 yrs. BroadCast Store, 818-845-7000.

BCS = BroadCastStore: JVC CR-850U broadcast 3/4" editor \$5,100. RCA TR-800 loaded \$13,800. VPR-3 w/ TBC-3 \$48,000. Sony BVH-1000 1" machine \$12,000. Ikegami HL-79EAL camera \$27,900 3 available. Over 10,000 pieces in stock. Main Office: 818-845-7000. New York: 212-268-8800.

ITC730A Ikegami color camera package. Includes tripod, dollies, H40 head, cables, Lowell lighting, Sennheiser mics, all accessories. Excellent condition. \$15,000 value. Make offer, 209-627-4115.

3,119 Fidelipac audio cartridges. Various lengths. Brand new. \$2 each. Quantity discounts. Technichrome, 702-386-2844.

Grass Valley 1600-1X only \$10,500. VPR-5 only \$9,900. BVH-500 special price. We have several other Grass Valley switchers available. RCA TCR-100s, TK-28s, and TK-29 film islands or cameras. Several TP-66s. If you need used equipment or have surplus equipment to sell, call us now. Media Concepts 919-977-3600 or FAX 919-977-7298.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes. \$6.49. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

Comark 60KW transmitter, sale or trade for 120KW; Chyron 4; 16 channel Yamaha audio board; 5 Panasonic 760 mini camreas. Chief Engineer, 407-725-0056.

Collins 25Kh FM Xmr with 31K hrs. Will accept highest bid. Some conditions apply. Write for details. Box O-38.

Equipment financing: New or used 36-60 months. no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding 214-422-5487.

Year-end inventory sale! Ampex Betacam demo equipment at drastically reduced prices! Includes new equipment warranty. Contact your nearest Ampex representative for availability and delivery: California 415-367-2202, 818-365-8627. Massachusetts 617-932-6201, Maryland 301-530-8800. Texas 214-960-1162. Illinois 312-593-6000, New Jersey 201-825-9600, Georgia 404-491-7112.

The BroadCast Store announces its' New York location. America's #1 used equipment co. now has locations in New York and Burbank to serve you. Production & post-production sales. Service, Consign, Buy, Ikegami - 79 EAL, Sony BVU 800, Sony BVH 1000, Crosspoint 6119, and much more. 522 W. 36 St., New York, NY 10018. NY-212-268-8800, Burbank-818-845-7000.

Broadcast equipment (used): Transmitters, STL's, remote antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM and AM transmitters (used): Most powers. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

50 KW Continental 317-C - on air until Jan 1st - Full time service - many spares major market use. Also 76 other FM & AM trans. Call Rob Malany, 214-226-8967, BESCO Intl., 5946 Club Oaks Dr., Dallas, TX 75248.

All equipment from operating low power station. Excellent condition. Transmitter, studio, control room, tapes, etc... Call Tammy, 202-638-2121.

Anritsu 453M Microwave Link Analyzer. Current model, all options. Calibrated and warranted 30 days. \$14,100. Megastar 702-386-2844.

Scientific Atlanta, model 8005, 4.6 meter satellite antennas \$2500. Broadcast quality receivers. Scientific Atlanta 414 1975. Megastar 702-386-2844.

Satellite communication equipment for sale. Both C-band and Ku-band. Large amount of equipment available. Complete 5.5m Ku-band terminals \$65,000. Also 6GHz and 11GHz microwave radios. Megastar 702-386-2844.

Ku Band & C-Band satellite earth stations designed and installed. Megastar, 702-386-2844.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

RADIO

Situations Wanted Management

GENERAL MANAGER AVAILABLE TODAY

I am a Sales and Bottom-Line People-oriented Manager. As a former owner I have the knowledge and experience to handle any situation. Experienced in ALL SIZE MARKETS. Successful Start-Ups and Turn-Arounds in my background.

**CALL TODAY.
DAVID C. WEINFELD
(508) 394-4041**

THE MIDAS TOUCH

A Proven Winner seeking a radio sales management opportunity Top biller in a Top 10 Radio Market with strong leadership, people, sales and research skills. A solid education! Can we meet?

Send replies to:
**PO Box 7738
Atlanta, GA 30357**

GM-GSM AVAILABLE JAN '89

14 years large/medium management, marketing and sales. Wharton, RAB(CRMC), Xerox trained. Street-savvy, proven systems of organization and revenue development. Take charge leadership, well developed people skills. Extensive training to stations, clients and agencies with results.

BOX P-44

**General Manager.
Major market top biller.
Turnaround experience.
Polished professional.
Strong leadership, people,
sales, research skills.
PO Box 15343
Fort Lauderdale, FL 33318-5343**

Help Wanted Announcers

MORNINGS!



We have a major opportunity for an experienced morning air personality. Must be warm, topical with genuine adult humor. If you know what it takes to win and are motivated to be #1, rush tape, resume, and salary history to Neil McGinley, Program Director, KICKS 101.5 FM, 360 Interstate North, Suite 101, Atlanta, Georgia 30339. Capital Cities/ABC, Inc. EOE/MF.

Help Wanted Sales

IMMEDIATE OPENINGS EXIST

TM COMMUNICATIONS HAD CREATED A GROUND FLOOR OPPORTUNITY IN THE BROADCASTING SERVICE INDUSTRY.

IMMEDIATE OPENINGS EXIST IN TM'S LIBRARY DIVISION AND NEW TELEX DIVISION.

A BACKGROUND OF SUCCESSFUL BROADCAST SALES EXPERIENCE AND HARD WORK WILL EARN SIX FIGURES.

SEND RESUME TO: DAVE TYLER
TM COMMUNICATIONS
1349 REGAL ROW
DALLAS, TEXAS 75247

TM - WHERE THE FUTURE OF BROADCASTING IS HAPPENING NOW!

BROADCAST SALES REP

Catspaw Productions, Inc., one of the country's hottest new broadcast promotions companies, has a position available for a sales rep who loves great radio as much as we do. Management opportunity available.

Responsibilities include direct sales to television stations across the country. Travel is required. In addition to having matching luggage, you must have 3-7 years experience in broadcast sales, be results-oriented, highly motivated, a self-starter, positive, flexible, slightly nuts and enjoy working with a dynamic, award-winning creative/production team.

So, if you have a hard time deciding which is more important, job satisfaction or money, send your resume to:

Ralph J. Destito
Sales Manager
Catspaw Productions, Inc.
3033 Maple Dr., NE
Atlanta, GA 30305
EOE

TELEVISION

Help Wanted Management

GENERAL SALES MANAGER

Ideal candidates for this job should have considerable small to medium market experience in retail, event, vendor, and co-op sales. We expect a long-term, serious commitment to living and working in our growing market.

At KALB-TV5, you would join a dynamic, creative, and extremely successful team. The station has 35 years of stable ownership and NBC affiliation, and dominates the market. Excellent facilities are maintained.

Compensation commensurate with experience and background; higher end of scale. Interested and qualified candidates, send resumes to Les. Golmon, Assistant General Manager, KALB-TV5, 605-11 Washington Street, Alexandria, LA 71301. Inquiries confidential.



Equal opportunity employer;
minorities and females are encouraged to apply.

MARKETING MANAGER

Marketing Manager for Advertising Sales Division at Corporate Headquarters in Atlanta. Responsibilities include coordinating external and internal market research, analyzing rate and product mix, coordinating company-wide and system specific promotions, designing collateral material, and coordinating the startup of new projects. Three years' experience in an advertising sales organization required. Degree required, MBA preferred. Cox Cable Communications is an equal opportunity employer. Send resume and salary history to:

COX CABLE COMMUNICATIONS
1400 Lake Hearn Drive
Atlanta, Georgia 30319
ATTENTION: CableRep Dept. A

G S M - TELEVISION

Network Affiliate in fast growing East Coast market needs an aggressive, innovative sales leader. Five years sales experience a must. Local Sales management a plus. Great compensation package - \$100,000 + ... and equity potential. EOE.

Send resume to:

Box P-42

KVCR TV Chief Engineer

Chief Engineer for UHF public TV station in Southern California. Current signal pattern covers most of the Los Angeles market. New RCA TTU-55C transmitter with 1.3 million watts ERP. Licensed to the San Bernardino Community College District. Will supervise maintenance and MCR staff. Must have 45 semester units of electronics and at least 2 years as a broadcast Chief Engineer or Assistant Chief Engineer with extensive experience in repair, maintenance, installation, and design of telecommunications equipment and on-air broadcasting equipment including transmitters. Salary range is \$35,040 to \$42,588, with excellent family medical, and dental benefits, and employee life insurance benefits. KVCR is an Equal Opportunity/Affirmative Action Employer.

Applications must be postmarked by December 22, 1988. Apply to:

Patricia Mollica, Personnel Director
KVCR-TV/FM
441 West 8th Street
San Bernardino, CA 92401
714/884-2533, Extension 13

SATELLITE OPERATIONS TECHNICIAN:

Qualified incumbent must have two years college or equivalent work related experience and considerable broadcast engineering experience preferably in Public Radio. Familiarity of operation of computer I/O terminals and with standard audio testing practices, operations, and procedures required. Knowledge of automated audio switching systems and RF transmission systems preferred. Valid driver's license and excellent driving record preferred. Please send resume with salary requirements to

National Public Radio
Personnel Department
2025 M Street, NW
Washington, DC 20036
EOE/AA

Help Wanted Programing Production & Others

ART DIRECTOR

Leading film/video production company is seeking an ART DIRECTOR with extensive 2-D and 3-D computer graphics experience. Aurora or Symbolics experience preferred. Position requires extensive design background, strong communication skills and a thorough understanding of computer graphics as they relate to film and video production. Send resume and demo reel to: General Manager, Telemation Productions, 7700 E. Iliiff Avenue, Suite H, Denver, Colorado 80231. No phone calls. EOE.

CREATIVE.

Okay, so it's an overused word. But, it is one of the most important ways to describe what we're looking for in a promotion writer/producer. Someone who has terrific ideas and knows how to execute them. A producer ready for the challenge of film production. Someone who is eager to take on the challenge of the Boston market. Does this sound like you? Good. Send your resume to: **BOX P - 1. E.O.E.**

VIDEO TAPE EDITOR

KING 5 Television's Tracey and Company seeks a creative magazine-style video tape editor. This position requires a clear understanding of sequencing, audio mix-downs and production effects. A demonstrated ability to edit Beta or 3/4" video format using BVE 900, BVE 600 or comparable computer editor is essential. Two-to-five years television experience is required. College degree or equivalent.

Send two copies of your cover letter and resume, and a tape to:

Human Resources Director
KING 5 Television
333 Dexter Avenue North
Seattle, WA 98109

NO PHONE CALLS PLEASE

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M/F/H



ALLIED FIELDS Employment Services

California

Broadcast Job Bank

For application information call
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California Broadcasters Association

10,000 RADIO AND TV JOBS!

The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities. One week \$7.00 · SPECIAL SIX WEEKS \$15.95 SAVE \$20.00. MONEY BACK GUARANTEE. AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas, NV 89108



Director of Development

Public TV station in Southern California seeks a self-starting development professional. Current signal pattern covers most of the Los Angeles market. Licensed to the San Bernardino Community College District. Will direct all fundraising efforts including "Quiet Appeals," direct mail, underwriting, program guides, premiums, grants, and on-air events. Must have a BS or BA degree preferably in a marketing related field, and at least 2 years of extensive experience in all areas of fundraising especially public broadcasting, and a working knowledge of computer use. Salary range is \$25,176 to \$30,588, with excellent family medical, and dental benefits and, employee life insurance benefits. KVCR is an Equal Opportunity/Affirmative Action Employer.

Applications must be postmarked by December 22, 1988. Apply to:

Patricia Mollica, Personnel Director
KVCR-TV/FM
441 West 8th Street
San Bernardino, CA 92401
714/884-2533, Extension 13

A daily phone call



Consultants

NEED MANAGEMENT HELP?

We provide short term or permanent on site solutions to your station management or operational problems. Highly skilled management pros with cost cutting and profit building expertise now available. Call 813-287-0910 for preliminary consultation. We can help with your start-up, turn around or take-over situation. We manage both radio and television properties.

FIRST TIME OWNER/OPERATOR
SEEKS SMALL FM IN CALIFORNIA
K.B.Allen
9208 E. Mesa,
Clovis, CA 93612

Business Opportunities

STATION OWNERS DOUBLE YOUR PROFITS!



Columbia School of Broadcasting has developed a program which makes your broadcast property serve a double purpose and produce a new profit dividend. Get the details on the exclusive license for your market and tap into a major profit center! Call our License Director at **(800) 288-5858**, or write to:



**COLUMBIA SCHOOL
OF BROADCASTING**

**5858 Hollywood Blvd.
Hollywood, CA 90028**

For Sale Stations

MOTIVATED SELLERS

- **Rocky Mountain Network U**
\$3,500,000 - Possible Terms
- **Hawaii AM-FM Combo**
\$2,500,000 Cash
- **SW Medium Market Combo**
\$2,500,000 - Possible Assumption
- **SW Medium Market Class A**
\$1,500,000 - Terms Available
- **KS, OK & TX Small Market Combos**
\$450,000 - 600,000 Terms

**George MOORE
& Associates, Inc.**

Jim Moore
(214) 661-8970

Dave Grace
(702) 368-1236

For Sale Stations Continued

- Powerful fulltimer in Phoenix-Tucson area. Good billing and real estate. Bargain at \$760,000. Terms.
- 100,000 watt FM plus powerful fulltimer. City in Colorado. \$1.5 million. Terms.



Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

R.E. Meador & Assoc.
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AM-FM-TV Appraisals

P.O. BOX 36

LEXINGTON, MO 64067 KANSAS CITY, MO.

816-259-2544

816-455-0001

LOOKING FOR EACH OTHER???

Success BRDCSTR to sell excellent CLS A to capable operator \$350,000 down w EZ terms Hi-growth sunny South Coastal. Soar to great heights by 2000! Reply w full facts about self, family financial, desire and photo

Others helped me...I'll help you!

BOX P-40

TEXAS

Dallas FM/AM Combo - \$8.5 Mil.

San Antonio FM - \$7 Mil.

Terms possible

Details from BOX P-38

SPOKANE, WASHINGTON FM

\$800,000/terms

Principals only

BOX P-39

ATTENTION

FIRST TIME RADIO STATION OWNERS

10,000 Watt AM Kansas City

Low Price - Terms Available

Well-equipped - State-of-the art

Must see - Inspection invited

Contact: Rich Bott, 10841 E. 28th St.
Independence, MO 64052 • 816-252-5050

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Contact

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a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHOICE

**FOR SALE BY RECEIVER
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BEST FACILITIES IN
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MINIMUM OFFER
MUST EXCEED
\$2 MILLION CASH**

W. John Grandy

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SUCCESSFUL STATIONS AVAILABLE

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**SPANISH AM FACILITY
GREATER PALM SPRINGS,
CA AREA**

★ ★ ★

**CLASS C FM
ANCHORAGE, ALASKA**

Hogan - Feldmann, Inc.
MEDIA BROKERS - CONSULTANTS

P.O. Box 146

Encino, California 91426

Area Code (818) 980-3201

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

CENTRAL MAINE FM

Class "A" start-up with great primary signal covering 65k+ population near Capital area. Priced right at \$325,000 cash.

TOP 100 MARKET

New England 1kw fulltime, excellent market. Good ratings. Owned real estate. Asking \$1 million - comfortable terms.

8 DRISCOLL DR., ST. ALBANS, VT. 05478
802-524-5963

Firmly established Idaho low power television station. Top-rated LPTV independent in the country. Excellent cable position. Much new equipment. Owners want out.

Contact Will Ris at (202)638-2121.

F L O R I D A

AM	N. FL. \$25k dn.	\$225,000
AM	CENT. FL. \$25k dn.	\$100,000
AM	COASTAL FL. 5KW	\$275,000
FM	N. FL. CLASS A	\$550,000
AM/FM	COASTAL FL 100KW	\$1,500,000

HADDEN & ASSOC.

1-407-365-7832

Charles C. Earls & Associates, Inc.

ARKANSAS

Class A FM with C-2 upgrade. Excellent equip. Good Market. \$450,000 terms, \$350,000 cash.

Full Class C with tower at 2,000 ft. HAAT. 5 KW AM in good medium market. \$1.5 terms, \$1.25 mil cash.

KANSAS

Single Station Market AM/FM, Profitable, Excellent owner-operator opportunity, \$900,000 terms to qualified buyer.

(314) 888-3224

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FM'S & COMBOS

CA - WA - HI - TX

\$500,000 - \$5,000,000

CLIFF HUNTER

800-237-3777

SACRAMENTO

CLASS A LICENSED TO COMMUNITY 20 MILES

FROM DOWNTOWN SACRAMENTO

2.1 M EXCELLENT TERMS

QUALIFIED BUYERS OR INVESTORS

CALL 408-757-2980

For Sale Stations Continued

PRIME ROCKY MOUNTAIN RECREATION AREA PROPERTY FOR SALE. HAS EXCELLENT CASH FLOW HISTORY. LOCATED IN EXCELLENT GROWTH MARKET. GOOD UP SIDE POTENTIAL.

BOX P-35

INVESTOR or PARTNER
wanted for
TEXAS UHF CP
(only Indie in mixed market)
P.O. Box 49911,
Los Angeles, Ca. 90049
213-476-9555



the millar company u.s.a., inc.

**Unique Alabama Combo
In MSA Market
Profitable \$660,000**

**Small Mkt. N. Florida
Profitable AM \$225,000**

**Top 25 MKT 5-KW AM
Low Freq. - Florida
1.6 Million Cash**

**Small Mkt. Alabama AM
Turn Around \$190,000
\$75,000 Down**

**S. Georgia Class A FM
Startup - \$400,000**

**N. Florida Combo
AM/FM \$850,000**

**Top 100 ADI —
Profitable, Automated LPTV
\$275,000 Terms**

**N. Alabama Old-Line AM
Profitable, \$385,000
\$100,000 Down**

**S.E. Combo: Class C FM
100 kw - 1000 Ft. HAAT
Low Freq. 5 kw AM \$7,700,000**

**RANDY MILLAR
Corporate Office
205-734-4888**

**HUDSON MILLAR
Florida Specialist
407-466-5086**

EARLY DEADLINES

For the Dec. 26 issue, the deadline is Friday, Dec. 16 noon EST.

For the Jan. 2 issue, the deadline is Friday, Dec. 23 noon EST.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments). per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Writing BROADCAST NEWS

**Shorter,
Sharper,
Stronger**

A professional
handbook

MERVIN BLOCK

This popular handbook is one of the best ever for radio and TV newswriters. Mervin Block has written award-winning copy for CBS Evening News, ABC Evening News and WNBC-TV, and worked as executive producer at WBBM-TV in Chicago. He speaks to newswriters in the same way they're supposed to write—clearly, simply, directly.

Block's practical tips and rules are backed up with hundreds of examples from network and local newscasts. **WRITING BROADCAST NEWS** gives very specific guidelines (both do's and don'ts) for writing news that captures the audience's attention and holds it. The book covers:

- The Dozen Deadly Sins and other common mistakes
- Ways to deal with problems writers face
- Thousands of asides and pointers on usage
- Tips to make you more adept at writing for the ear

Says Charles Kuralt, "Mervin Block is an old pro at television newswriting from whom anyone could learn a lot. I know. I have. His clinic, criticism and instruction offer the writer of news a wonderful opportunity for improvement." Bibliography and index.

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Fates & Fortunes

Media



Allen H. Neuharth, chairman, Gannett Co., Arlington, VA., announced his retirement effective Mar. 31, 1989. Under Neuharth, Gannett grew into a media empire. Gannett owns 88 newspapers, 10 TV stations and 16 radio stations. **John J. Curley**, president and CEO, will succeed Neuharth as chairman.

Appointments at Wold Communications Inc., subsidiary, Robert Wold Company Inc.: **Robert E. Wold**, VP, sales, Wold Communications/Pacific, Los Angeles, named VP and general manager; **Thomas J. Bartunek**, VP, business development, Wold Communications/Pacific, named VP and general manager, Wold Communications/Atlantic, New York; **Elliot Uilman**, controller, Wold Communications/Pacific, named VP and corporate controller; **Charles F. Conaty**, VP, engineering and operations, Wold Communications/Pacific named VP, corporate sales.

Gary Perrelli, controller, Cox Cable, greater Hartford, Conn., named VP and general manager, Cox Cable, Cranston/Johnston, R.I.



Robert W. Fulstone, operations manager, KMOX(AM)-KHTR(FM) St. Louis, joins KPLR-TV there as VP and general manager.

Joseph Saitta, VP and news director, WTTG-TV Washington, named station manager.

Harlan Reams, VP and general manager,

KSAS-TV Wichita, Kan., resigns Dec. 31 to pursue other broadcast interests. **Dale Bennett**, executive VP, named interim general manager.

Peter Bannister, local sales manager, WSYM-TV Lansing, Mich., named VP and general manager.

John E. Harris, business manager, noncommercial WLJT-TV Martin, Tenn., joins noncommercial WPMY-TV Huntington, W.Va., in same capacity.

Tom Best, management information director, WKBT-TV La Crosse, Wis., named VP and general manager.

Mark Halverson, station manager/general sales manager, WTNT-AM-FM Tallahassee, Fla., named general manager/general sales manager.

Appointments at WFLN-FM Philadelphia: **Richard Tedesco**, general sales manager, named VP and general manager; **David Conant**, program director/on-air personality, named director, operations.

John Enoch, co-owner, KNFO(FM) Waco, Tex., joins WHEN(AM)-WRHP(FM) Syracuse, N.Y., as general manager.

Alan Fetch, VP and general manager, Franklin Communications Inc., Columbus, Ohio, named president.

Dan Morris, general manager, WKZL(FM) Winston-Salem, N.C., joins WNCI(FM) Columbus, Ohio, in same capacity.

John Simon, production director, KHH(FM) Englewood, Colo., named operations manager.

Ray Arthur, general manager, WELV(AM) Ellenville, N.Y., joins KZIQ(FM) Ridgecrest, Calif., in same capacity.

Bill Mann, general manager, Value Radio Inc.'s WOSH(AM)-WMGV(FM) Oshkosh-Appleton, Wis., named president, Value Radio Inc.

Marketing

Appointments at Seltel: **Dina DiGenova**, senior media buyer, International Communications Group, Los Angeles, joins Seltel there as account executive; **Anthony Madonna**, research analyst, named research manager.

Appointments at Saatchi & Saatchi, Los Angeles: **Martin Kaufman**, associate creative director, Leo Burnett U.S.A., Chicago, to senior VP, copy chief; **Ricki Kohn**, VP and associate media director, Ketchum Advertising, San Francisco, to senior VP and associate media director; **Steve Schleifer**, VP and research director, Chase Bank of Arizona, Phoenix, to senior VP and research director.

Jere Patterson, president, Jere Patterson & Associates, New York, joins Veronis, Suhler & Associates there as executive VP.

Jimmy Siegel, associate creative director, BBDO, New York, named VP.

Dan Frank, independent film and video producer, Boston, joins Spotwise there as account executive.

Sally Millwood, sales assistant, Granada Television International, New York, named sales executive.

Kathy Figgis, traffic specialist, sales department, Group W Satellite Communications, Stamford, Conn., named affiliate representative.

Appointments at Midwest CATV: **James Kazda**, account executive, Magnavox CATV Systems Inc., New York, to account executive, Midwest CATV, Atlanta; **Michael Cooke**, sales representative, Cable TV Supply Co., Merit Communications Supply, De-

catur, Ga., to telemarketing sales representative, Midwest CATV, Ocala, Fla.

Michael Borden, senior account executive, NBC Radio Networks, New York, joins Interep Radio Networks there as account executive.

Steve King, sales assistant, Katz Independent Television, Los Angeles, named sales executive.

Patricia L. Armstrong, director, financial planning, Home Box Office, New York, joins American Television & Communications, Stamford, Conn., as assistant treasurer.

Linda Kahn, VP, acquisitions, Nickelodeon/Nick at Nite, New York, named VP, international business development, MTV Networks.

Mark Psigoda, field director, sales and marketing, Warner Cable Communications Inc., Dublin, Ohio, named director sales and marketing.



Thomas Karsch, director, marketing analysis, Showtime, New York, joins American Movie Classics Cable there as assistant director, marketing.

Alexa Buchanan, director, affiliate relations, Teleprograms Inc., Radio Syndication Co., Los Angeles, joins Group W Radio Sales as account executive.

Chuck Clark, programmer and analyst, United Video, Tulsa, Okla., joins UV's Superstar Connection programming service there as manager, operations.

Appointments at Television Bureau of Advertising: **Robin Grimes**, regional director, advertising, MTV Networks, Atlanta, joins Television Bureau of Advertising there as national marketing manager, Southeastern region; **Bruce Swearingen**, director, news business development, KENS-TV San Antonio, Tex., joins TVB, Atlanta, as marketing manager, Southeast; **Deborah Hackenberry**, director, sales development, Petry television, New York, joins TVB there as marketing manager, Northeast.

Colleen Pang, manager, Audience & Research Development, Dallas, named research projects director.

Susan Heffron, local salesperson, KLTG(FM) Seattle, joins McGavren Guild Radio there as account executive.

Cheryl Schmalmaack, account executive, Seltel, Philadelphia, joins Eastman Radio there in same capacity.

Ken Walter, local sales manager, WBFF(TV) Baltimore, named general sales manager;

Michael L. Weisbarth, former executive VP, television division of Motown Records, has been named president of the partnership formed by King World Productions Inc. and MCA Inc. (BROADCASTING, Nov. 7). The partnership, formed in April, will work closely with the "creative community" of producers, writers and talent to finance and distribute television programming in all areas including network, cable network and first run syndication. International ventures and home video projects are also primary objectives. Prior to his position with Motown, Weisbarth was senior VP at Tandem Productions/TAT/Embassy Communications, where his productions included *Grace Kelly* and *Eleanor, First Lady of the World*.

Tony Kahl, sales manager, WPOC(FM) Baltimore, joins WBFF as local sales manager.

Gene Arnold, salesperson, KSBY-TV San Luis Obispo, Calif., joins KEYT-TV Santa Barbara, Calif., as regional sales manager.

Appointments at WGRZ-TV Buffalo, N.Y.: **David Molidrem**, general sales manager, WKOW-TV Madison, Wis., to VP, sales and programming; **Thomas Cochran**, local sales manager, named general sales manager.

Mark Murray, VP, finance and administration, Modern Mode Furnishings Inc., San Leandro, Calif., joins KRON-TV San Francisco as director, finance and business.

Appointments at KTVD-TV Denver: **Paul Stephens**, account executive, and **Mary Alice Young**, technical director, KWGN-TV Denver, join KTVD-TV as account executives; **Lori McGreggor**, account executive, KBPI(FM) Denver, and **Dennis G. O'Brien**, business manager, WGBO(TV) Chicago, join KTVD-TV in same capacity.

Fran Carey, local sales assistant, WHOI(TV) Peoria, Ill., named local sales manager.

David Morley, account executive, CBS Radio Networks, Chicago, named Eastern sales manager, CBS Radio Networks, New York. **Ivy French**, director, affiliate administration, CBS Radio Networks, named district director, affiliate relations, CBS Radioradio.

David Thomas, director, licensing and distribution, noncommercial WNET(TV) New York, named director, marketing.

Jim Prestwood, local regional sales manager, WQRF-TV Rockford, Ill., joins KWKT(TV) Waco, Tex., as general sales manager.

Bruce Lee, local and regional sales manager, WOWT(TV) Omaha, named national sales manager; **Sharon Brodkey**, national sales assistant, named account executive.

Appointments at WJXT(TV) Jacksonville, Fla.: **Sherrill Ozaki**, associate producer, named marketing and research coordinator; **Toni A. Roberts**, sales assistant, named research analyst.

Programing

Barry Tompkins, commentator, HBO, San Francisco, joins ESPN in same capacity. Tompkins will remain in San Francisco.

Carol Bahoric, story analyst, Warner Brothers, Los Angeles, joins Lee Rich Productions there as VP, creative affairs.

Appointments at Home Team Sports, Washington: **Darrell Landrum**, manager, promotion operations, named assistant director, programming, and operations manager; **Retha Capers**, office coordinator, named program

coordinator.

Phil Griffin, profile producer, sports, *USA Today: The Television Show*, GTG Entertainment, Washington, named coordinating producer.

Hugh B. Price, senior VP and director, production center, noncommercial WNET(TV), announced his retirement effective Nov. 30. Price will join Rockefeller Foundation, New York, as VP.

Appointments in productions department, Columbia Pictures Television, Los Angeles: **Pam Norris**, freelance writer, joins Mozark productions as supervising producer, *Designing Women*; **David Trainer**, director, *Designing Women*, named producer.

Juan Julio Beana, production director, Radio-Television Espanola, Madrid, Spain, joins Coral Pictures Corp. there as European representative.

Deborah Regen, writer, producer and account executive, Video Impressions, video production house, Chicago, joins Medstar Communications, Allentown, Pa., as studio producer; **Gary Ezard**, videographer, WTAJ-TV Altoona, Pa., joins Medstar as videotape editor.

Glen (Duffy) Dyer, program director, WTTG(TV) Washington, named VP, programming.

Appointments at WWOR(TV) Secaucus, N.J.: **Jaci Clark**, senior associate producer, *Pittsburgh Today*, KDKA-TV Pittsburgh, joins WWOR(TV) as producer, *People are Talking*; **John Di Scullo**, producer, *AM Buffalo*, WKBW(TV) Buffalo, N.Y., joins as segment producer.

Appointments at WHOI(TV) Peoria, Ill.: **Denise Hager**, commercial writer and producer, to creative writer and producer; **Gail Nesbitt**, broadcaster, WILL-TV Champaign, Ill., to weekend director.

Chris Wolf, advertising and promotion director, WOFL(TV) Orlando, Fla., named program-promotion manager.

Dan Nabors, director, KCNC-TV Denver, joins KTVD-TV there as production manager. **Christopher Wallace**, programming coordinator, KTXH(TV) Houston, joins KTVD Denver as program manager.

Kathleen Pavelko, promotion director, noncommercial WPSX-TV University Park, Pa., named director, programming and production.

Kevin Harris, former programming director, noncommercial WPSX-TV University Park, Pa., joins noncommercial WGBH-TV Boston as program director.

Peter Stein, associate producer, KPIX(TV) San Francisco, joins noncommercial KQED(TV) there as coordinating producer, TV projects.

Bruce Goldberg, VP, creative operations,

Under New Management, Los Angeles-based production company, joins Premiere Radio Networks, Los Angeles, as director, Premiere Comedy Networks.

Vicki Curless, assistant publications director, Edward D. Jones & Co. Inc., St. Louis-based brokerage firm, joins Sacred Heart Program, Christian radio documentaries syndicator there as associate radio producer.

Jack Ellery, operations director, Sun Radio Network Programming, Tampa, Fla., named director, programming.

Don Lee, associate producer, *Morning Edition*, National Public Radio, Washington, named producer, *Performance Today*.

Maureen Matthews, on-air personality, Transtar Radio Network, Los Angeles, named program director.

Towle Tompkins, program director, WABI-TV Bangor, Me., joins WGME-TV Portland, Me., in same capacity.

Barbara Bloom, copywriter, KMOX(AM)-KHTR(FM) St. Louis, joins WPEN(AM)-WMGK(FM) Philadelphia as director, creative services.

Appointments at KNX-FM Los Angeles: **Jeff Davis**, production director, air personality, WLS(AM)-WYZZ(FM) Chicago, joins KNX-FM as production director; **Andy Geller**, on-air personality, adds duties of assistant production manager; **Janine Wolf** and **"Tonya"**, air personalities, Transtar Radio Network, Los Angeles, join KNX-FM in same capacity.

Steve Rich, air personality, KQIZ-FM Amarillo, Tex., joins KOMA(AM) Oklahoma City in same capacity.

Laz Prieto, air personality, WHQT(FM) Miami, joins WPOW(FM) there in same capacity.

C. Scott Elliot, developer, noncommercial WNED-FM-TV Buffalo, N.Y., joins noncommercial WCET(TV) Cincinnati as senior VP, development.

Robert McBride, air personality, WNED-FM Buffalo, N.Y., joins Oregon Public Broadcasting, Portland, Ore., as music director, radio network.

Van VanDeWalker, afternoon personality, WTAC(AM) Flint, Mich., named operations and programming director.

Tom Ryther, sportscaster, KARE(TV) Minneapolis, joins KEEY(FM) St. Paul as morning air personality.

Darren Wilhite, traffic reporter, KNCK(FM) Siloam Springs, Ark., joins KKIX(FM) Fayetteville, Ark., as morning air personality.

Steven Ranaudo, WDOs(AM) Oneonta, N.Y., named program director, WDOs(AM)-WSRK(FM) Oneonta.

Pat Prescott, newscaster, Inner City Broadcasting's WLIB(AM)-WPLS(FM) New York, joins WQCD(FM) there as air personality.

Bill Cochran, air personality and programming director, WXRT(FM) Chicago, joins WNUA(FM) there as staff announcer.

Kenneth White, assistant continuity director, WGMS(FM) Washington, joins WRC(AM)-WGAY(FM) there as assistant continuity director.

Elroy Smith, program director, WILD(AM) Boston, joins KMEZ(FM) Dallas in same capacity.

Jay Bouley, program director, WSPQ(AM)-

WSPT(FM) Stevens Point, Wis., joins WEUZ (AM)-WBIZ(FM) Eau Claire, Wis., in same capacity.

Sharon Dugas, media consultant, East Tennessee State University, joins WEVU(TV) Naples-Fort Myers, Fla., as producer.

Scott Apple, assistant program director, WXTZ(FM) Indianapolis, joins WJIB(FM) Boston as program director.

News and Public Affairs

Appointments at NBC News: **John Cochran**, chief diplomatic correspondent, replaces **Chris Wallace** as chief White House correspondent (See In Brief); **Jim Miklaszewski**, Pentagon correspondent, and **Sandy Gilmore**, Moscow correspondent, named White House correspondents; **Andrea Mitchell**, White House correspondent, named chief Congressional correspondent; **Ken Bode**, news correspondent, named Congressional correspondent; **John Dancy**, Senate correspondent, named chief diplomatic correspondent; **Lisa Meyers**, presidential election correspondent, named diplomatic correspondent.

Bob Crawford, assistant news director, WXIA-TV Atlanta, joins WRC-TV Washington as managing editor.

Suzanne Saunders Shaw, 6 p.m. news co-anchor and special assignment reporter, KGO-TV San Francisco, joins KRON-TV there as co-anchor, 11 p.m. news.

Appointments at KTVI(TV) St. Louis: **Jeffrey Fegell**, news director, WKBW-TV Buffalo, N.Y., named assistant news director; **David Allen**, news director WHOI(TV) Peoria, Ill., named assignment editor; **Nat Helms**, reporter, *Suburban Journals*, St. Louis, named assignment editor/writer; **Aleta Harris**, production assistant/writer there, named weekend producer; **Walter Richards**, reporter WTVR(TV) Richmond, Va., named general assignment reporter; **Sam Vincent**, meteorologist, KBMT(TV) Beaumont, Tex., named weekend weather anchor; **Stan Matthews**, special programing producer, noncommercial KERA(TV) Dallas, to executive producer, special projects; **Bobby Hughes**, videographer/editor, KOCO(TV) Oklahoma City, named videotape editor.

Appointments at WGNX(TV) Atlanta: **Kevin Cokely**, anchor, KTVI(TV) St. Louis, to anchor; **Gwen Scott**, anchor, *CNN International Hour*, Atlanta, to anchor; **John McKnight**, anchor, WPCQ(TV) Charlotte, N.C., to weekend anchor; **Laura Heisner**, newscaster, WPCB(FM) Atlanta, to assignment editor; **Douglas Candler**, **Neil Pursley**, photographers, WSAV(TV) Savannah, Ga., and **Bill Parks**, photographer, WSPA(TV) Spartanburg, N.C., named photographers.

Jaime Fall, part-time weekend news producer, KTKA(TV) Topeka, Kan., named assignment editor; **Anna Davalos**, intern, named weekend producer.

Jeff Thomas, sports director, KUSA(TV) Denver, joins KRDO(TV) Colorado Springs as news director.

Perry Boxx, assistant news director, KTVI(TV) St. Louis, joins WWMT(TV) Grand Rapids, Mich., as news director.

Annette Falwell, news anchor, WUFT(TV) Gainesville, Fla., joins WMGC(TV) Binghamton, N.Y., as 6 p.m. and 11 p.m. weekday news anchor, producer and public affairs talk show host.

Daune Robinson, general assignment reporter, WHOI(TV) Peoria, Ill., named weekend anchor. **Gene Holmes**, former VP, public affairs, named consultant, news operations.

Randy Davis, assistant news director, Virginia News Network, Richmond, Va., named news and operations director.

Erica Willner, graduate, University of Colorado, Boulder, joins WQOW(TV) Eau Claire, Wis., as weekend anchor and reporter.

Bill Daughtry, sports reporter, WCBs(AM) New York, named anchor, Saturday edition, CBS Radio Sports' *Sports World Roundup*.

Jack Speer, afternoon anchor, WHWH(AM) Princeton, N.J., joins WRC(AM) Washington as news anchor.

Eric Marengi, morning anchor, WBOS(FM) Boston, named news director.

Mary Ann Jennings, former news and operations director, Virginia News Network, Richmond, Va., joins WBZ(AM) Boston as news director.

Britta Lee, assistant director, KWSL(AM)-KGLI(FM) Sioux City, Iowa, joins KHAK-AM-FM Cedar Rapids, Iowa, as news director.

Doug Hill, meteorologist, WUSA(TV) Washington, joins WMZQ(FM) there as morning meteorologist.

Appointments at KMBC(TV) Kansas City, Mo.: **Mike Walter**, general assignment reporter, KTVI(TV) St. Louis, named weekend anchor; **Ann Burtner**, producer, 5 p.m. and 1 p.m. newscasts, named 5 p.m. news producer.

Sylvia Komatsu, producer, noncommercial KERA(TV) Dallas, named acting director, public affairs.

Appointments at WITN-TV Washington, N.C.:

Cheryl Carson, graduate, James Madison University, Harrisonburg, Va., named weekend producer/reporter; **Jonathan Cash**, meteorologist, WSLs-TV Roanoke, Va., joins WITN in same capacity.

Rich Rodriguez, reporter/anchor, KABC-TV Los Angeles, joins KFSN-TV San Francisco as 6 p.m. and 11 p.m. anchor.

Carl Twentier, president, Twentier Systems Inc., San Francisco, computer newsroom manufacturers, joins WSYX(TV) Columbus, Ohio, as news director.

John Carlin, evening news anchor, WSLs-TV Roanoke, Va., adds duties of special news projects director; **Mark Kolokowski**, photographer, named chief photographer.

Appointments at WSAZ-TV Huntington, W. Va.: **Jim Reader**, president, Ryan-Reader Communications, Charleston, W. Va., video productions company, joins WSAZ-TV as bureau chief; **Nita Robertson**, general reporter, WTVM(TV) Columbus, Ga., joins WSAZ-TV in same capacity.

Rod Gramer, editorial page editor, *The Idaho Statesman*, Boise, joins KTVB(TV) there as director, news and public affairs.

Jill Rosengard, general assignment reporter, KDUB-TV Dubuque, Iowa, named weekend news anchor; **Beth Specuzza**, recent graduate, named general assignment reporter.

Michael Cleff, sports anchor/reporter, WHO-TV Des Moines, Iowa, joins WAND(TV) Decatur, Ill., as sports reporter/weekend anchor.

Susan Cingari, special projects producer/weekend news producer, WPEC(TV) West Palm Beach, Fla., joins WPBF(TV) Tequesta, Fla., as 5:30 p.m. news producer.

Technology

Alan Anixter, founder and chairman, Anixter Brothers Inc., Skokie, Ill., distributor of cable TV equipment, will retire Dec. 31. Anixter plans to form new company and work as

Thornton F. Bradshaw, 71, former chairman, RCA Corp. and chairman, John D. and Catherine T. MacArthur Foundation, philanthropic organization, died Nov. 6 of cerebral hemorrhage at New York Hospital. Bradshaw was elected RCA chairman and CEO in July 1981 and remained chairman until his retirement on June 30, 1986, following the merger of RCA into General Electric. Bradshaw was born in Washington, D.C., and educated at Phillips Exeter Academy, Harvard College and the Harvard Graduate School of Business Administration. Bradshaw went on to teach at Harvard Business School for 10 years. During World War II, he served with the U.S. Navy on a destroyer in the Pacific. He was discharged as a lieutenant with seven battle stars. In 1952 Bradshaw joined Cresap, McCormick & Paget, a New York-based management consulting firm. He joined the Atlantic Richfield Co. in 1956, and in 1964 was elected president. He held that post until his retirement in 1981. In 1967 Arco was the first oil company to strike oil at Prudhoe Bay on the North Slope of Alaska. When the oil industry was attacked by environmentalists, Bradshaw and Robert O. Anderson, Arco shareholder and chairman of the executive committee, started the Arco Foundation, a philanthropic organization. After leaving RCA in 1986, Bradshaw continued as a consultant and remained on the GE board until his death. Bradshaw was also a member of the boards at Arco, First Boston Inc. and Brook Fashion Stores. He was chairman of the Aspen Institute for Humanistic Studies, the Lauder Institute of Management at the University of Pennsylvania and a member of the Rockefeller Brothers Fund. Bradshaw is survived by his wife, Patricia; three children from a previous marriage to Sally Bedford Davis, Nancy, Priscilla, and Jonathan, and five grandchildren.



business consultant.

Appointments at Western Michigan Public Broadcasting, Grand Rapids, Mich.: **Robert Lumbert**, telecommunications specialist, television production department, Ferris State University, Big Rapids, Mich., named assistant chief engineer. **Eva Cooper**, assistant supervisor, record room operations, South Carolina Educational Television, Columbia, S.C., named television equipment operator; **David Madison**, broadcast technician, WWMT(TV) Kalamazoo, Mich., named television engineer.



Terrana

Russ Terrana, chief recording engineer, Motown Records, Los Angeles, joins Complete Post, Hollywood, as audio engineer.

James Olson, executive VP and CEO, Interact Inc., computer marketing firm, Dallas, joins Palmer Communications Inc.,

Des Moines, Iowa, as management information systems director.

Charles Kelly, sales manager, ITC division, 3M Corp., Bloomington, Ill., joins Broadcast Electronics Inc., Quincy, Ill., as director, International Sales.

Rob Lingle, manager, audio/visual systems, IDB Communications Group Inc., Los Angeles, named director, audio/visual systems.

Appointments at Aphex Systems Ltd., professional audio-visual signal processing equipment manufacturer, North Hollywood: **Michael Stewart**, freelance writer/producer, joins Aphex as manager, Systems Design Group; **Arnie Christensen**, Western regional sales manager, Simmons Electronics USA, Westlake Village, Calif., named sales manager.

David P. Reeves, radio operations manager, noncommercial WNYC(AM) New York, joins WHTZ-FM there as chief engineer.

George Swetland, product manager, EECO Inc., video products manufacturer, Santa Ana, Calif., named marketing manager.

James Albanese, treasurer and controller, Sky Computers Inc., Lowell, Mass., joins Dynatech Computer Systems, microcomputer firm, Mountain View, Calif., as controller.

Promotion and PR

Paul McGuire, manager, media services, photography, NBC, Burbank, Calif., named

director, media relations, photography.

Betty Cohen, director, on-air promotion, Nickelodeon and *Nick at Nite*, New York, joins Turner Broadcasting System Inc., Atlanta, as director, creative services and on-air promotion.

Wendy Ehrlich, manager, station relations, Twentieth Century Fox Television, Domestic Syndication, Los Angeles, joins Orion Television Syndication Division, Los Angeles, as director, publicity and promotion.

Daniel J. Leary, public relations director, New York Knights arena football team, Madison Square Garden, New York, joins Capital Sports Inc., sports marketing firm, Stamford, Conn., as director, communications.

Denise Bomberger, publicity coordinator, Mike Cohen Communications, New York, joins SportsChannel America there as media relations assistant.

Luis Estrada, freelance associate producer, joins KVEA-TV Los Angeles as manager, promotions.

Leanne Bunas, sales marketing director, KTZZ-TV Seattle, named promotions director.

Cheryl Adams, community affairs director, WSYM-TV Lansing, Mich., joins WXMI-TV Grand Rapids, Mich., as community relations manager.

Judy Pancoast, evening announcer, WLYT-FM Haverhill, Mass., joins New Hampshire Public Television, Durham, N.H., as promotional announcer.

Eric Stein, director, promotions and marketing, Greek Theatre, Los Angeles, joins KHS-FM Hollywood as promotion director.

Allied Fields

John Costello, executive VP and member, management committee, Wells, Rich, Greene, New York, joins Nielsen Marketing Research, Northbrook, Ill., as president.

Larry E. Verbit, staff attorney, Westwood One Inc., Los Angeles, named senior counsel.

Andrea Sheys, administrative assistant, government relations office, National Cable Television Association, Washington, named assistant director, NCTA's office of cable signal theft.

Julian L. Shepard, attorney, Heron, Burckett, Ruckert & Rothwell, Washington-based communications group, joins National Telecommunications and Information Administration's office of policy analysis and development as communications specialist.

Glenn R. Jones, chairman, Jones Intercable Inc., Englewood, Colo., joins National Cable Television Center and Museum, University Park, Pa., as board member.

Elmer Hildebrand, president and general manager, Golden West Broadcasting, Altona, Manitoba, named chairman, Canadian Association of Broadcasters, Ottawa.

Barbara Lewis-Johnson, associate, corporate department, Cadwalader, Wickersham & Taft, financial law firm, New York, joins Cablevision Systems Corp. there as attorney, cable operations.

Appointments at Philadelphia Advertising Club: **Bruce Holberg**, president and general manager, WUSL(FM) Philadelphia; **David Lipson**, publisher, *Philadelphia* magazine, and **Lou Purul**, senior VP, marketing, Continental Bank, Philadelphia, all named to Club's board of governors.

New officers, Connecticut Broadcasters Association: **Alfred T. Bova**, VP and general manager, WVIT(TV) West Hartford, elected president; **James T. Principi**, VP and general manager, WINE(AM) Danbury, elected first VP; **Warren S. Lada**, VP and general manager, WSTC(AM)-WJAZ(FM), elected second VP; **Stan Shields**, VP and general manager, WELI(AM) New Haven, elected secretary; **Jim Esposito**, general sales manager, WPOP(AM)-WIOF(FM), elected treasurer.

Randall D. Fisher, speech writer, Texas Lt. Governor Bill Hobby, and division director, Texas general land office, Texas State Government, Austin, joins Baraff, Koerner, Olender & Hochberg, P.C., Washington communications law firm, as associate.

Bob Nagel, executive VP, Daniels & Associates, cable brokers, Denver, joins Rock Associates, communications law firm there, as full partner.

Theodore L. Valand, general manager, Basys Inc., Mountain View, Calif., computer systems supplier, joins VBS Group Inc., media consultants, New York, as CEO.

Kym King, community affairs director, KTXH(TV) Houston, joins Houston Baptist University's communication department as adjunct professor.

Deaths

Gregory D. Daugherty, 41, senior VP, broadcasting, Henry Ansbacher, New York-based investment bank specializing in media mergers and acquisitions, died Nov. 27 of "low oxygen at high elevation" at base camp on Mt. Everest in Himalayas, Nepal. Before joining Ansbacher in 1987, Daugherty was VP, major market affiliates, Satellite Music Network, Dallas. Survivors include his father, Wesley, and mother, Dorris, and one brother.

Russell R. Gazzara, 62, senior VP and director, client services, McAdams, Richman & Ong Advertising Inc., Bala Cynwyd, Pa., died of coronary failure at his home in Drexel Hill, Pa. Gazzara joined Mel Richman Inc. in 1950 as account executive. He remained with firm through merger with McAdams & Ong advertising in 1988. Gazzara is survived by his wife, Dolores, his daughter, two sons, one brother and one sister.

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Howard Stringer and the steady 'Black Rock' climb

Howard Stringer was a leader in his English school's ROTC. But that, he says, was due to his tenure as trumpet player in the corps' band. There are parallels, some would say, in his presidency of the CBS/Broadcast Group: He has outlasted others but would not be where he is today without a creative aptitude and an ability to get people working together.

The creativity is a family tradition. His father, who made his career in the Royal Air Force, was a "talented" painter, and his brother, 20 years younger, is now a products manager in the London office of CBS Records (owned by Sony Corp.). Both his parents left school in their mid-teens and placed a priority on education for their children. At nine, Howard Stringer obtained a scholarship to a choir school, and at 11, a Labour Party scholarship to Oundle, a public (read private) school.

At Oundle, and later at Oxford's Merton College, the bruising Stringer probably received by the class-conscious social system may explain in part the friendships he had with the American students there. Stringer himself offers additional reasons for his affinity with the former colony: "I think it came from reading *Saturday Evening Posts* when I was growing up, or seeing the GI's who used to come through my father's air force base. To me, America was always bright with promise, and the aggressiveness that everybody else hated in Europe. I liked about it; a society where things could be done, where you didn't have to wait 20 years."

So, in his last year at Oxford, Stringer wrote to American television companies. CBS, he says, was the only one to reply. In February 1965, the 22-year-old Welshman arrived here by ship with no job, but with an interview lined up at the network.

Two months after being hired as a \$70-a-week log clerk at WCBS-TV New York, he received his draft notice from the U.S. government. Rather than leave the country, however, the six-foot-three-inch British citizen took his marching orders and headed off for training, first in South Carolina, then Texas. Stringer was a personnel sergeant in an MP battalion that ended up in Vietnam in 1966: "When I got drafted I was shocked. I thought, maybe this was a mistake, maybe I can talk my way out of it. I wrote a letter to Senator Robert Kennedy and I sent a series of letters to the Army, but once in, I wasn't about to fly home on the first bad break, especially with a father who was in the Air Force."

Among the many parts of his two-year Army experience was what Stringer refers to as "getting to know America," a process that was also furthered soon after his return to civilian life at CBS. In 1968 he spent



HOWARD STRINGER—President, CBS/Broadcast Group; b. Feb. 19, 1942, Cardiff, South Wales; BA, Merton College, Oxford, 1964; MA, 1967; log clerk, WCBS-TV, 1965; sergeant, U.S. Army, 1965 (winner of Army Commendation Medal); production coordinator, WCBS(AM), 1968; researcher, CBS News election unit, 1968; researcher, *CBS Reports*, 1969; producer, 1973; executive producer, 1976; executive producer, *CBS Evening News*, 1981; executive vice president, CBS News, January 1984; president, October 1986; present position since August 1988; married Jennifer A.K. Patterson, M.D., July 29, 1978.

eight months driving around the U.S. as a researcher in the election unit of CBS News, talking with "county clerks, mayors and party officials."

Stringer's Vietnam experience was responsible in part for the turn his career took after the election, when he became a researcher for the news division. John Sharnuk, who was producing a series of interviews with former President Lyndon Johnson, chose Stringer to help prepare questions both because of the latter's stint in Asia and because of his history studies at Oxford. *CBS Reports* kept Stringer for the next 13 years, the first four of them as a researcher.

The opportunity to take the helm on a documentary came in 1973, when Stringer produced *The Rockefellers*. In the following years he worked on a succession of other documentaries, several with Bill Moyers, and several that earned Emmy's.

At the time, he was recognized as a talented producer and soon moved past some of those who trained him, becoming executive producer of the unit in 1976. Stringer invariably stops in interviews to acknowledge those who gave him his opportunities and training. The late Burton Benjamin, former CBS News vice president and executive producer of both *Evening News* and *CBS Reports*, and Sharnuk, he said, were

"ideal teachers...extremely experienced, old and secure enough to be generous...they were also scholarly."

If his time at *CBS Reports* was, in a career sense, a "slow, long climb," then the most recent eight years of his career have more nearly approximated an elevator to the penultimate floor at CBS. While many have enviously watched that ascent, it could easily have ended abruptly.

The next move, for instance, was to executive producer of the *CBS Evening News*, just in time to have to guide the show through the difficult transition from Walter Cronkite to Dan Rather. Besides accomplishing that task, it was also under Stringer's tenure that several other changes took place in the nightly newscast, including making greater use of electronic graphics and reducing the show's dependence on the Washington-New York axis.

His next promotion, to executive vice president of CBS News, was just as the division's infighting was beginning to hold sway in the daily press. Stringer, only partly humorously, describes those times as, "like different phases in the French Revolution, you didn't know whether this was the Committee of Public Safety, or Danton or Robespierre. For all I knew I would be swept away by the revolutionary enthusiasms." Not only surviving, he was chosen to succeed to the division's presidency.

To have gone through such turmoil without attracting any enemies or jealousy was impossible, and some describe Stringer's rise as either a mistake or manipulative. But most of those chronicling the times attribute Stringer's creativity and his ability not to take himself too seriously as primary reasons for his promotion. Says former CBS President Bill Leonard, currently a consultant to the news division: "It's never an accident...somebody up the line thought he was good enough to be promoted....One of the nice things about Howard is an ingratiating personality, and he managed to do what he did without inspiring a great deal of antagonism."

Stringer's latest peril-fraught opportunity would not have been possible had the then 20-year denizen and veteran not become a U.S. citizen in 1985. (FCC attribution rules require U.S. citizenship for officers of station licensees.) As the head of the third-place player in the slowest-growing segment of the industry, Stringer ironically jokes: "What luck to get this particular job at this particular time."

Currently, the former trumpeter spends much of his time sounding the charge: "I think that a lot of people at CBS wish it [competition] would go away, and say: 'Why isn't it like it used to be?' America isn't like it used to be. We are going to have to work harder, and there isn't going to be any hiatus over the foreseeable future."

While Lorimar Telepictures shareholders approved company's plan to merge with Warner Communications last Thursday (Dec. 8), **New York appeals court upheld state judge's decision preventing deal from going through.** Appeals court upheld Sept. 27 ruling that merger would violate Warner's shareholder agreement with Chris-Craft Industries. Agreement forbids Warner's ownership of television stations while it holds 25% or more of stock in BHC, Chris-Craft's broadcasting subsidiary. By acquiring Lorimar, Warner would take ownership of Lorimar's two Puerto Rican stations, which it is attempting to sell, and its Pittsburgh station, which the company has a definitive agreement to sell. Warner had hoped that Lorimar's placement of stations in FCC-sanctioned trust would enable merger to go through. "Obviously, we are disappointed by the ruling, but we are working on alternatives, and it's our intent to consummate the transaction in January," said Warner spokesman Geoff Holmes. Holmes has previously said to close the merger, Warner would prefer not to cut down its 42.5% stake in BHC, but to have Lorimar complete its sale of the stations. Given usual timetable for station transfers, completion of station sales by the end of January may be difficult. It was not known whether Warner would continue its appeal.

Paramount and MCA-Universal last week signed five-year film deal with UK direct-to-home project British Satellite Broadcasting reportedly valued in excess of \$300 million. Contract with BSB, scheduled to launch in late 1989, follows by days \$160 million signing with Columbia and earlier deals with Hollywood majors MGM-UA and Warner and independents Cannon and Nelson Entertainment. Paramount and MCA-Universal will supply between 800 and 1,000 films, including at least 150 first-run and 500 library films, 200 made-for-TV movies and some 30 new films per year. Among hits from Paramount, number two US studio, are the UK's top two box office grossers in 1988, "Fatal Attraction" and "Crocodile Dundee II." BSB's chief satellite rival, **Rupert Murdoch's Sky Television, meanwhile, is apparently in negotiation with Warner Bros.** for its own film package from studio, which earlier sold 94 films to BSB. Murdoch pay service, Sky Movies, on air next February if launch of Luxembourg

satellite Astra went as planned last Friday night, Dec. 9, so far has film deals with number-one studio, Disney's Touchstone Films, and with Murdoch's 20th Century Fox Films. Sky Television last week also said it would add new ad-supported movie/arts service, Sky Classic Channel, to its five-channel package. Astra will have at least one other pay film channel, multilingual Filmnet service already in operation on Scandinavian satellite. Reportedly in competition for single remaining UK-based transponder on 16-channel Astra is Murdoch rival Robert Maxwell, said to be negotiating for music channel MTV Europe, jointly owned with Viacom.

ABC announced several prime time schedule changes last week: *Fine Romance*, which was going to air on Sunday at 8 p.m., will instead air at same time on Thursday, replacing *Knightwatch*, which is being canceled after Jan. 19, 1989. Current Sunday, 8 p.m. show, *Mission Impossible*, which was developed to fill in during writers' strike, will continue in its time period. Following *Fine Romance* on Thursday will be *Heartbeat*, one-hour drama premiering Jan. 5, 1989. Until then, ABC will continue airing different entertainment and news specials at 10 p.m. *The ABC Mystery Movie*, which was to have aired beginning at 9 p.m. on Saturday, will instead occupy that time slot on Monday, currently filled by *ABC Monday Night Football*. Network is expected to announce soon whether it will continue with movies in Saturday night time slot, or introduce mid-season replacement programming.

FM share of radio audience has climbed to 76%, according to Fall 1988 Volume I RADAR 38 report, up from 74% in last year's fall survey. Radio overall now reaches, on weekly basis, about 190 million people, or approximately 96% of population. Current RADAR figures, released by Statistical Research Inc., reflect radio usage based on 12,000 respondents from November 1987 to October 1988. SRI said RADAR 38 volumes II and III are slated for release next February.

Bill Daniels and Home Sports Entertainment have merged interests they have in four regional sports networks, it was announced

Public TV and radio take long view

Both PBS and NPR boards of directors met last week, each adopting long-term strategic planning resolutions.

Budget options for next year dominated discussion at NPR's Dec. 7-8 Washington meeting, where some 50 station managers and other non-staff, non-board attendees were provided the opportunity to address the board. Chairman Wayne Roth stressed his desire to see the board move beyond pure maintenance to "build" a budget on the premise that NPR "is a growing concern."

NPR President Doug Bennet confirmed that the bottom line will be a 20%-25% NPR assessment increase for full service stations—the vast majority of members—in FY 1990. Inflation, overdue upgrades in current services and the effects of program carriage drops in the second year of unbundled news-performance programming explain over half the increase, said NPR, with proposed hourly newscasts and other "strengthened services" constituting the remainder. The board promised to provide more data on the budget options' effects on dues to the stations before its February 1989 meeting.

The board also resolved to create a strategic planning working party made up primarily of non-public radio members. The group of "diverse citizen leaders... would serve as an intermediary in exploring potential services." The proposed schedule calls for the group to be appointed next month and to submit a strategic plan for the 1990's by November 1989. Carolyn Sachs, executive director of the Benton Foundation, joined NPR last

week as special assistant to the president for planning and research coordination.

Topping PBS's Dec. 7-9 agenda in San Antonio, Tex., was a proposal to strengthen the National Program Service's (NPS) authority. Beginning with the premise that public TV's historically decentralized programming process "cannot be squared with economic reality" today, PBS staff presented an NPS mission statement to the board, which approved it Friday morning, Dec. 9. An attached set of principles call for increased NPS authority "to act decisively [and] to commission and acquire new... programming," as well as increased funding for NPS, which should "manage a single, multipurpose fund supported by general assessment revenues" while remaining "accountable to the stations." Those principles, said PBS, "will guide and inform" PBS's participation in the NAPTS system-wide programming funding task force, which aims to present a plan by April.

The PBS board also adopted a resolution to amend underwriting credit rules, changing "made possible by this and other public stations" to "made possible by the financial support of viewers like you" or similar language. And the board confirmed the positions of Howard Miller as senior vice president, broadcast operations and engineering (replacing Richard Green) and Elizabeth Wolfe as senior vice president, treasurer, (replacing Amy Fleishman).



Advice from the master. Walter Cronkite (seated), one of the industry's most honored anchors, received further accolades last Monday night (Dec. 5) in New York at a Waldorf-Astoria fete sponsored by the Museum of Broadcasting. Responding to the remarks of a succession of journalists including (l to r) CNN's Bernard Shaw, ABC's Peter Jennings, NBC's Tom Brokaw and CBS's Dan Rather, Cronkite said: "The goal ought to be to get out of my footsteps.... The early days are wonderful but they're only there to pave the way for the future.... I'm horrified by the proliferation of tabloid journalism [although] honest journalism will always prevail.... Journalism is a profession, not a trade or craft, because it has an ethic."

last week. Parent company, Prime Ticket Network, will be majority owned by Bill Daniels, who owns 83% of Prime Ticket and 33% of Prime Sports Network. HSE owns 49% of Florida Sunshine Network and, along with Daniels and United Cable, one-third of of PSN. Combined subscriber reach of four networks is 6.5 million homes. Jerry Buss, minority owner of Prime Ticket, and John McMullen, majority owner of HSE through Houston Sports Association, will be among minority shareholders. Executives were working through complicated percentage structure of deal last week to determine exact ownership profile of PTN. Combination, executives say, will allow for each network to be better programed, as programing and costs of events will be shared.

Tribune Entertainment said last week it was pulling episode of Geraldo featuring Paula Parkinson, Washington lobbyist who has claimed to have had affairs with high-ranking politicians, including Vice President-elect Dan Quayle. In statement, Tribune said it was pulling program because some of claims she made could not be confirmed independently. Tribune added that Geraldo Rivera did not agree with decision to pull episode, but added, "he understands it."

Madison Square Garden (MSG) Network, New York, subsidiary of Gulf + Western, has bought basic, pay cable, pay-per-view and home video rights for New York Yankees games through 2000 baseball season, it was announced last Friday (Dec. 9). Contract calls for network to carry 75 regular season games per year. In addition, MSG won rights to 75 regular season games per year on broadcast TV during 1991-2000 seasons. Two years remain on Yankees contract with WPIX(TV) New York for broadcast rights. MSG also has exclusive rights to preseason games and to produce and distribute pre-game, post-game and other shows associated with Yankees. Terms of agreement were not released. MSG Network is regional sports cable network serving 2.3 million subscribers over 110 cable systems.

Home Box Office last week announced resignation of Ed Horowitz,

senior VP, technology and network operations, and 14-year HBO veteran, effective Dec. 15. Succeeding him will be Larry Carlson, now senior VP, new business development. Horowitz said his decision was motivated by HBO's decision to pull back on "distribution" and concentrate on programing and marketing. Over years, Horowitz has led HBO's forays into direct-to-home satellite broadcasting with mixed success. Efforts culminated in HBO's co-venture with GE Americom to build and launch Satcom K-3, capable of broadcasting cable programing direct to homes with one-meter dishes, as well as distributing it to cable headends. Satellite, now nearing completion, failed to attract necessary support from other cable programers.

Ernie Schultz, first full-time president of **Radio-Television News Directors Association**, has given executive committee new assignment: find successor to him. Schultz stunned members of RTNDA board on Sunday, Dec. 4, following conclusion of association's 43rd annual conference and exhibition in Las Vegas (BROADCASTING, Dec. 5 and see pages 68-72), with announcement that he was **resigning**. Schultz was elected president in 1986, five years after he was selected to head association's Washington office as executive VP. He said: "It's time for RTNDA to find a new president. The association needs fresh ideas and fresh leadership to meet a new set of challenges." Among the new challenges to which he referred was association's determination to strengthen its foundation to enable it to expand beyond its present function of awarding scholarships and fellowships. Schultz will not leave association without leadership in Washington. He said he would stay on until a successor has been chosen and the transition has been completed. Search for new president will begin in earnest next month. Schultz said he has no immediate plans other than to aid in transition to new administration. "I'm keeping all my options open," he said. "When the time comes, I'll pick out something that's fun, and where I can contribute."

Action for Children's Television president and founder, Peggy Charren, will receive **National Academy of Television Arts and Sciences' Trustees Award** at Feb. 16, 1989, NATAS dinner at Marriot Marquis Hotel, New York. Award, said NATAS President John Cannon, "is given only to those who have made extraordinary contribution to the advancement of television. Ms. Charren is eminently qualified."

The Learning Channel will expand its programing day from 20 to 24 hours starting in the spring of 1989. Currently, the 14-million-subscriber service signs off at 2 a.m. eastern time.

Chris Wallace moving to ABC

NBC-TV's Chris Wallace, chief White House correspondent and moderator of Meet the Press, resigned Dec. 6 to become chief correspondent for ABC News's still untitled new prime time news hour. Wallace and ABC White House Correspondent Sam Donaldson are expected to help format the weekly news program, which is to debut in 1989 but whose exact starting date remains to be set. Until Wallace, who will join ABC News next month, starts on the new series, he will be available for duties on such shows as World News Tonight, 20/20 and as a substitute for Ted Koppel on Nightline.

Wallace had been NBC's White House correspondent for the past six years and Meet the Press moderator since May 1987. Wallace's departure has resulted in a series of changes at NBC (see "Fates & Fortunes"), the foremost being that Garrick Utley, co-anchor of Sunday Today, will replace Wallace as host of Meet the Press. Utley will begin his new duties on Jan. 29, when Sunday Today begins broadcasting from Washington.

Editorials

The Western experience

New and notable at the Western Cable Show:

- The appearance, in relative profusion, of optical fiber on the exhibit floor—clearly in response to the threat that telephone companies might gain a competitive edge with that technology.

- The disappearance from public forums of virtually all issues other than that of telco entry. Must carry? Syndex? Persona non grata in Anaheim.

- The biggest business issue: how big cable is going to be, and when. As Warner Cable's Jim Gray put it: "It's fair to say that we've got momentum."

Cable was beginning to look like a medium caught between the past and the future. It was still trying, at least in some respects, to break away from the broadcasting industry that preceded it in the Fifth Estate, and it was trying to avoid losing its emerging market position to the overwhelming threat of the telcos. Cable, if not yet in full flower, had reached that point in the success cycle when the status quo looks pretty good.

It can't be sustained, of course, and the medium is fortunate to have such leadership as that of Cablevision's Chuck Dolan, one of the opening oracles, who was already talking about a time when there were no more cable systems but video retailers—or whatever other name might fit the business his was prepared to evolve into.

Whether in response to cable's own technological timetable, or to that of the telcos, the renewed interest in fiber is heartening. That capacity is the telephone industry's trump, but it need not be an exclusive province. Serious application of fiber in the nation's cable plant not only would sharpen its competitive edge but also would enhance the prospects for high-definition television.

□

In Anaheim they call them the Santa Anas, those winds that blew so impressively during the Western Cable Show last week. To some they seemed like the winds of change. And although this year's convention didn't qualify as a watershed it nevertheless played its part in advancing the revolution that is reshaping all areas and aspects of the Fifth Estate. From now on, the more things change, the more they'll never be the same.

Lack of evidence

The Department of Education has released a study on the effect of television on children that should be required reading by all parties to the debate over the medium's influence on young viewers. It was produced by two members of the psychology department at the University of Massachusetts, who reviewed the scientific research—there are 16 pages of references—on the influence of television viewing on children's education. When the "negatively affect[ing] verbal 'ideational fluency'" and "frequent inferential activities" are reduced to something approaching the King's English, the conclusions of the paper are worth noting and passing along to another Massachusetts institution, Action for Children's Television, which should welcome the encouraging news about the state of young minds.

The study's target proved to be a number of common assertions—uniformly negative—in "public commentary" on the effects of television on children, among them that children's

comprehension of television is poor and that their attention spans are shortened. After reviewing the research upon which these and other conclusions were leapt to, the study concluded that the research is "sparse," and that what there is provides "little support for most of the common beliefs about the influence of television."

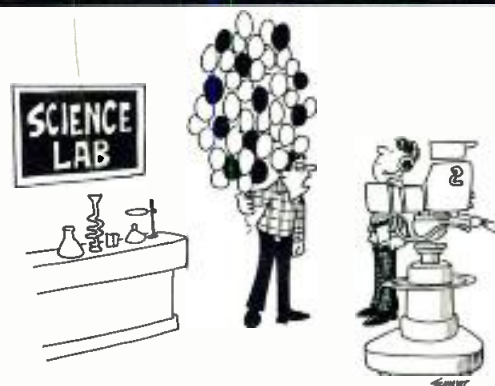
"There is no evidence," says the study, "that television has a mesmerizing effect on children's attention caused by color, movement and visual changes...There is no evidence that children generally get overstimulated by television...There is no evidence that homework done during television viewing is of lower quality than homework done in silence...[T]here is no evidence that television makes children cognitively 'passive.'" The paper characterizes the evidence that television adversely affects reading achievement as "weak" and, "relative to other factors such as family encouragement," its effect is characterized as "small if it is in fact real."

The study does not suggest that television is not an influence on young viewers, but it does conclude that current research fails to support the litany of deleterious effects that have been ascribed to it. That list has proved handy ammunition in the hands of would-be television censors. It appears they have been firing blanks.

Out of a jam

Glasnost or girdle tightening? Only the Soviets know for sure, but two weeks ago the USSR stopped jamming the U.S.'s Radio Free Europe and Radio Liberty broadcasts into that country and Afghanistan, dropping its iron curtain of interference for the first time in the services' 35-year history, according to U.S. officials.

Whether the move was another blow struck in Gorbachev's apparent "Russian evolution" toward a more open society—and timed nicely to precede his visit to the U.S.—or a budget cut estimated at close to a billion dollars a year, the decision is to be applauded. In May 1987 the Soviets stopped jamming most VOA broadcasts, and although that country's jamming has been marked by occasional hiatuses during periods of political thaw, the interference has not been renewed some year and a half later. May the same be said of RFE/RL a year and a half from now.



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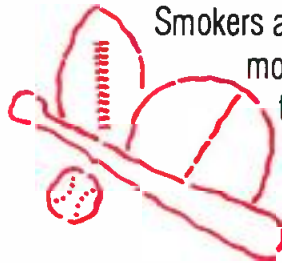
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